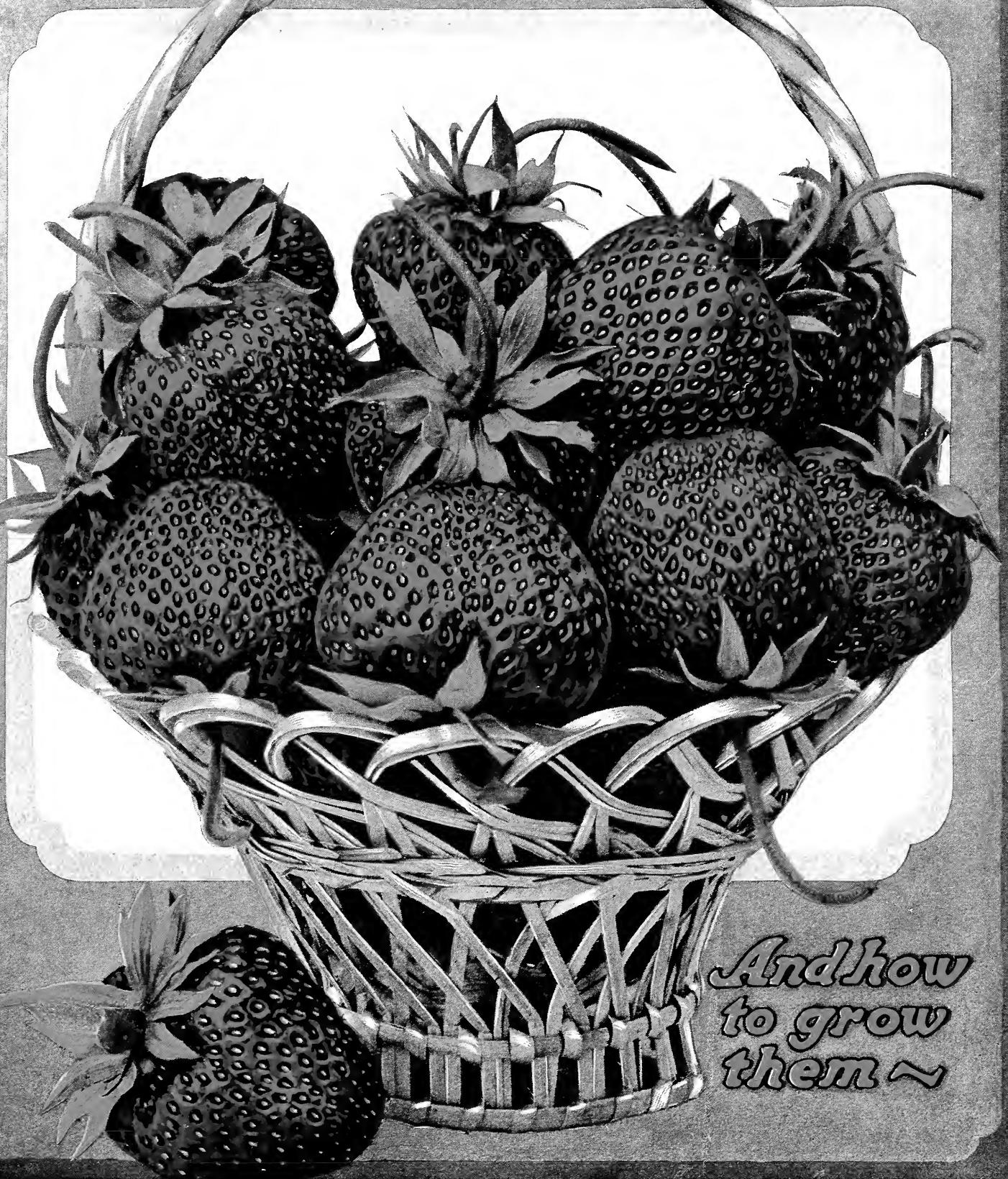


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KELLOGG'S GREAT CROPS OF STRAWBERRIES



*And how
to grow
them ~*

KELLOGG'S MARYVEL

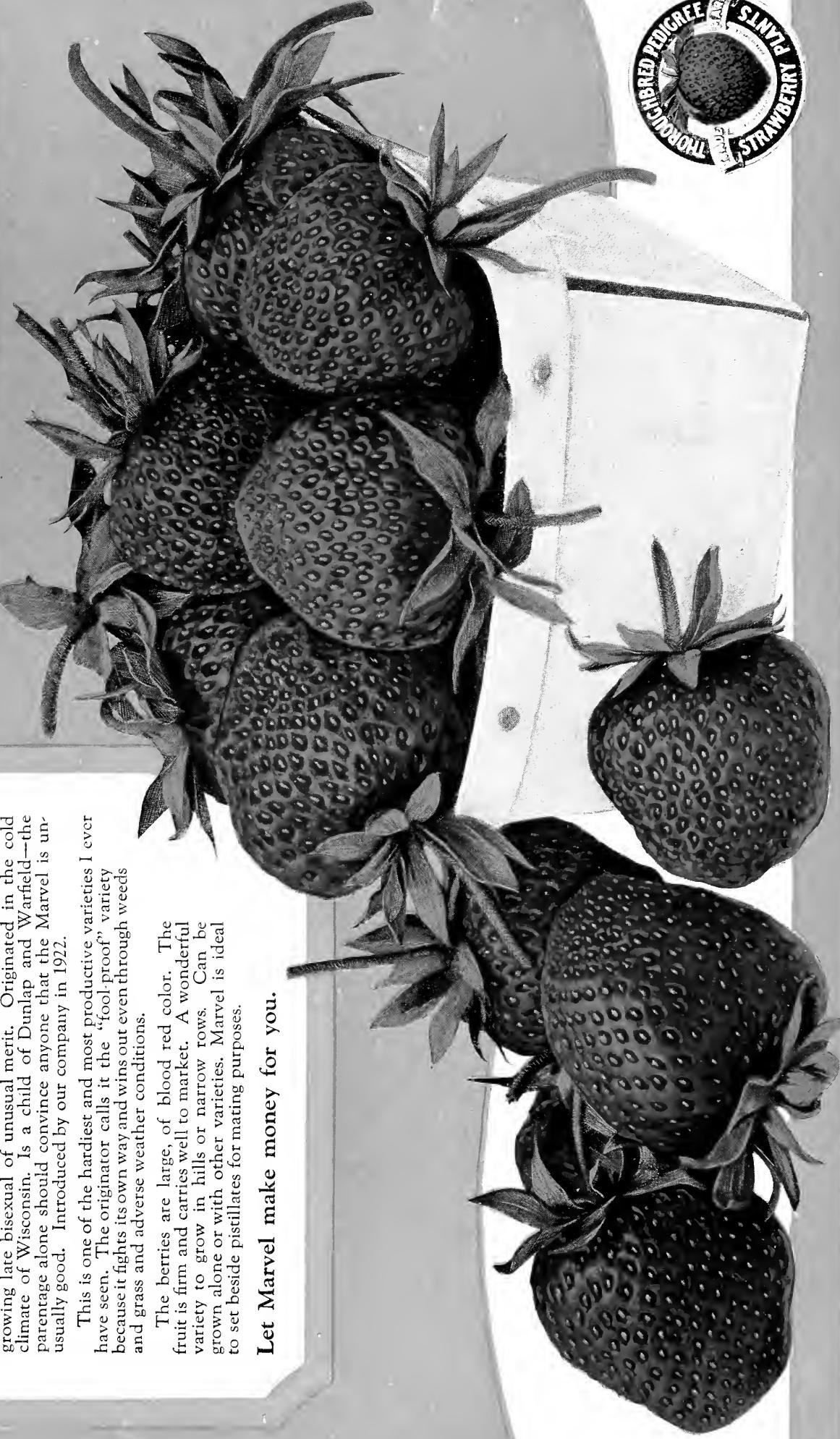
"The Marvel of Beauty, and Productiveness—"

MARVEL is a marvelous grower, a marvelous producer, a marvelous money maker. Everyone who has seen Kellogg's Marvel fruiting has but one word to say "MARVELOUS." Tall-growing late bisexual of unusual merit. Originated in the cold climate of Wisconsin. Is a child of Dunlap and Warfield—the parentage alone should convince anyone that the Marvel is unusually good. Introduced by our company in 1922.

This is one of the hardiest and most productive varieties I ever have seen. The originator calls it the "fool-proof" variety because it fights its own way and wins out even through weeds and grass and adverse weather conditions.

The berries are large, of blood red color. The fruit is firm and carries well to market. A wonderful variety to grow in hills or narrow rows. Can be grown alone or with other varieties. Marvel is ideal to set beside pistillates for mating purposes.

Let Marvel make money for you.





*You can buy
my Genuine
KELLOGG
PLANTS*

*Cheaper
this year
than before
the war —*

Hello Friends:

Before you read my book I want to have a personal chat with you about one of the most interesting subjects in the world—**MONEY**.

I will make it short and snappy, just like I would if I were actually talking to you over the Long Distance Phone, and I guarantee it will be an “ear full” of good news for you.

Listen! This year you are going to buy the genuine Kellogg Thorobred Pedigree Strawberry Plants for less money than you did before the war.

I am able to make this big reduction in prices, because we now have two big farms producing the famous Kellogg Thorobred Plants instead of only one.

Our new farm is located in the extreme southwest corner of Indiana, at Poseyville, and it not only gives us a big increase in Strawberry Plants, but cuts down the cost of production. Being situated farther South, it gives us the added advantage of being able to begin digging and shipping Kellogg Thorobred Plants in February. This also helps to cut down our overhead costs because it gives us more than three months of digging and shipping season instead of only two as heretofore.

Besides this our labor is slightly cheaper this year. Our system of overhead irrigation has made us independent of the rain and eliminated losses from drouth. Our machinery equipment, trucks, tractors and improved methods of growing plants have helped us trim our expenses all along the line, enabling us to grow a much larger crop of plants at a much lower cost per thousand.

When you buy Kellogg Plants, you get the entire benefit of all these big savings. You get the genuine Kellogg Thorobred Strawberry Plants, that have been famous for over 50 years as the producers of the biggest crops of the biggest, highest quality strawberries grown anywhere in the world, and at a price so greatly reduced that these Thorobred Pedigree Plants will cost practically no more than ordinary plants, and they are easily worth twice as much.

Think of it—Kellogg Thorobred Pedigree Strawberry Plants at prices lower than before the war.

My time is up, so my parting word is—look through this new strawberry book—see for yourself the great difference between Kellogg Thorobred Plants and the ordinary kind.

If you want more berries, bigger berries and berries of higher quality, real service and free delivery, then send in your order at once,—mark the envelope for me and I will see that your order gets my own personal attention.

Good-bye,

T. E. Beatty

President.





Every Kellogg Plant is a Thorobred

WELL FOLKS, here I am again, talking Kellogg Thorobreds. There is just one reason why Kellogg Plants produce big red berries that are so far superior in size, quality and quantity to those produced by ordinary plants, and that's because every Kellogg Plant is a "Thorobred."

Superior size, superior productiveness and superior quality is bred right into every Kellogg Plant. A Kellogg Plant cannot be anything else but a "Thorobred" because since the origination of our varieties, we have been selecting and propagating plants from only the choicest and most promising mother plants, showing greatest productive tendencies. Therefore, **Have Been Thorobreds.**

the Kellogg ancestors or mother plants all along the line

The value and quality of Kellogg Plants depends entirely upon the selection of the mother plants and cultural methods used in caring for them while growing, the same as the value and quality of a fine dairy cow depends upon her breeding, care and feeding.

For the past fifty years we have been producing pure-bred plants under the selection and restriction method. Selecting from the best mother plants, and restricting these plants from producing either blossoms or fruit, thereby increasing both the productiveness and vigor of the mother plants, which in turn naturally increases the quality and productiveness of the progeny or runner plants.

By our method of selection and restriction, together with our cultural methods, we have built up a line of plants which have demonstrated through their own performance that they are the world's greatest producers of the highest quality berries. That's why Kellogg customers are making \$500.00 to \$1200.00 per acre and why many go above the \$2000.00 mark.

I fully realize that it is difficult for those who never have used the Kellogg Thorobred Plants to understand the great difference between these plants and plants grown under ordinary conditions. The only way you can appreciate the big difference in yield and quality of fruit is through your own experience. Put the Kellogg Thorobred Plants on trial in your own soil. Let them give their own testimony, you to be your own judge and jury.

After a trial of this kind you will say as others have said—"Kellogg's are real Thorobreds!"

Guaranteed 100% Pure—100% Healthy

If you were to buy a woolen suit it would not be 100% pure wool if it contained a small percent of cotton. Neither is a variety of strawberry plants 100% pure if it is mixed with plants of some other variety. The Kellogg Thorobred Plants are kept 100% pure and true to name, by growing each individual variety in a separate block and by roguing these blocks throughout the growing season—that is to say, destroying any impure plant, or rogue which does not measure up to the true type.

The method we follow in keeping the Kellogg Thorobred Plants 100% pure is practically the same as the roguing method used by those who grow certified seed potatoes. That's the kind I plant, and that's why I get an annual yield of from 400 to 500 bushels of potatoes per acre.

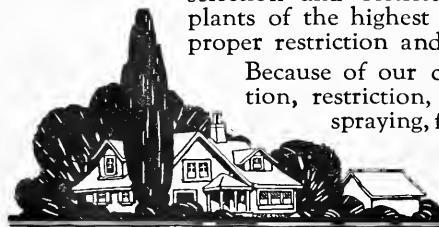
The Kellogg Plants are kept 100% healthy through a three-year crop rotation, repeated sprayings, liberal feeding, judicious watering and thorough cultivation and hoeing.

The Kellogg Plants are kept 100% productive by our methods of selection and restriction, using only mother plants of the highest fruiting qualities and by proper restriction and feeding.

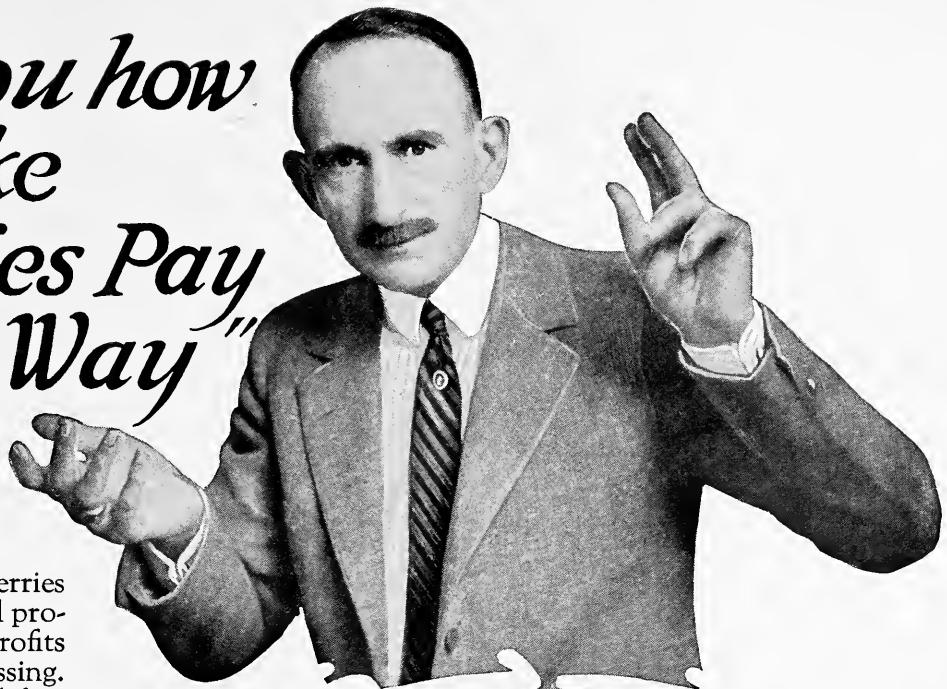
Because of our careful methods of selection, restriction, roguing, crop rotation, spraying, feeding, watering and cultivation, I can absolutely guarantee to you that

every Kellogg Thorobred Plant you buy will be 100% pure, healthy and true to name, or your money back. That's why Kellogg Plants in the garden or back yard, in the field or orchard, or along fences will thrive and produce bigger crops of big red berries for you than any other strawberry plants.

A Kellogg
Thorobred
Pedigree
Mother Plant
and Runners



I'll show you how to make Strawberries Pay "The Kellogg Way"



WHEN I tell you that strawberries grown "The Kellogg Way" will produce bigger yields and quicker profits than any other crop, I am not guessing. I am stating an honest, straight-forward fact that has been proven, both by my own years of experience and also by the wonderful success that thousands of Kellogg customers have had with Kellogg's Thorobred Plants.

It makes no difference whether you plant just a small home garden a rod square, or a whole ten-acre field—if you buy Kellogg's Thorobred Plants and grow them "The Kellogg Way," you are bound to succeed. Failure is practically impossible.

There is nothing difficult or hard about "The Kellogg Way" of raising strawberries. You will find it fully explained on Pages nineteen and twenty of this book. It is the common-sense way of putting into practice the laws of nature, which simply means, first the selection of hardy, vigorous high quality plants like Kellogg's; second, thorough preparation of the soil; third, careful setting of the plants; and last but not least, keeping the strawberry bed clean, well cultivated and free from weeds.

Big Crops and Big Profits from Kellogg's Thorobred Plants

It takes no more time or energy to grow big crops of large, luscious Kellogg Strawberries than it does to grow just ordinary yields of ordinary berries.

Buying Kellogg's Thorobred Plants is just like buying pure bred hens of a high egg-producing strain and housing and feeding them carefully. They cost no more to keep and they'll "shell out" two or three times as many eggs as ordinary hens.

Anyone can grow the Kellogg Thorobred Plants "The Kellogg Way" and produce big crops right from the start. It is so easy and simple that you will find it both pleasant and profitable.

And just to prove that it pays, and *pays big*, regardless of whether you are raising strawberries for the home or for market, just read what these Kellogg customers say:

"For several years I have picked 9,600 quarts of berries per acre from Kellogg's Thorobred Plants, but have never been able to get more than 3,200 quarts per acre from other plants."

—T. J. Wilson, Iowa.

"The 300 Kellogg Thorobred Plants which I bought of you last spring produced 942 quarts of big, delicious berries this summer and fall."

—Mrs. A. W. Denbo, Indiana.

"Right beside your plants, I set some other plants which were recommended as 'just as good.' These 'just as good' plants did not produce enough berries to pay for setting them, while I never saw a bigger yield or finer berries than your Kellogg's Thorobred Plants produced."

—T. E. Huston, Mo.

These letters "speak for themselves" and tell you far more convincingly than I can, why it pays to plant Kellogg's Thorobred Plants if you want big crops and big profits from your strawberries.

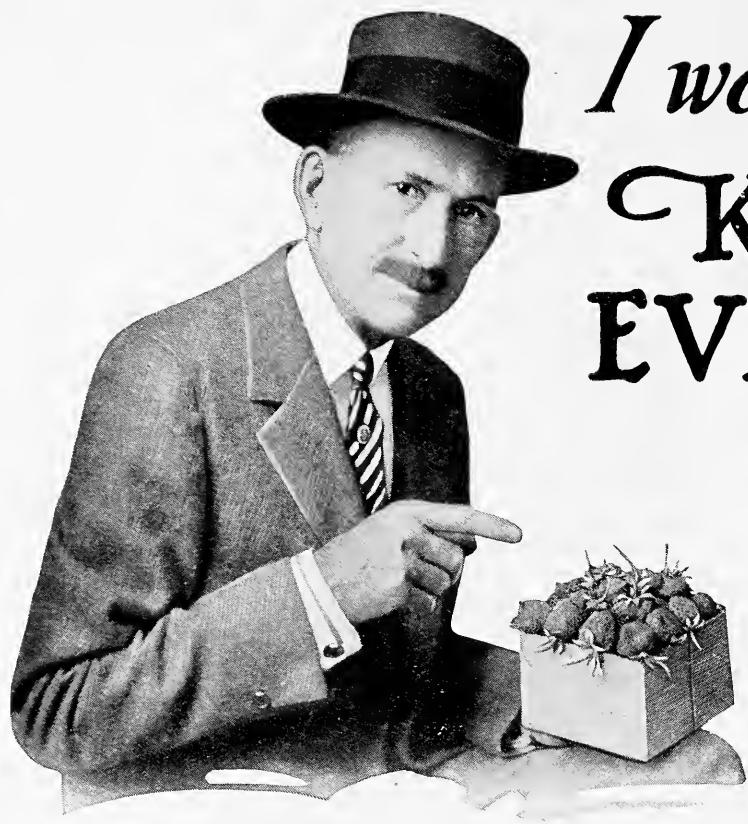
Orting, Washington

Dear Mr. Beatty:

I have a small bed of Kellogg Thorobred Plants which measures about four rods each way and in one year I sold from this one-tenth acre \$166.25 worth of berries. This is at the rate of \$166.25 per acre. I can't give the number of quarts. I have the name of growing the best berries around here. I picked out six or seven berries that were nearly twice as large as any picture you show in your book.

(Signed) Walter A. Parker.





I want you to try **KELLOGG'S EVERBEARERS**

A Full Quart Box of October Strawberries

I have finally selected just four varieties of Everbearers which I feel are good enough to be sold under the Kellogg name. These four everbearers are the two older varieties, Progressive and Perfection, which are making good everywhere, and two brand new varieties, **Jewel** and **Rockhill**, which I am certain will create a sensation in the strawberry industry. Pick any one of these four everbearers and you will draw a winner.

Kellogg's Everbearers begin fruiting the first year, about three months after plants are set, and continue to fruit heavily until checked by severe winter weather. The following year they begin fruiting in June and after a short period of rest during July produce another enormous crop of large, sweet, delicious berries during the summer and fall. They are not affected by frost or light freezing. In Mrs. Beatty's own strawberry garden we have picked Everbearing berries early in December after a six-inch snow fall.

Every housewife will quickly realize the money saving advantages and delightful satisfaction of growing Kellogg's Everbearers. It is a great treat to have these most delicious berries from June until November.

Kellogg's Everbearers also offer a wonderful money-making opportunity to the man who grows strawberries for market. The high prices received for fall berries and the fact that they produce a substantial crop the same season the plants are set, make them big profit producers. Kellogg's Everbearers always make good.

Kellogg's Perfection

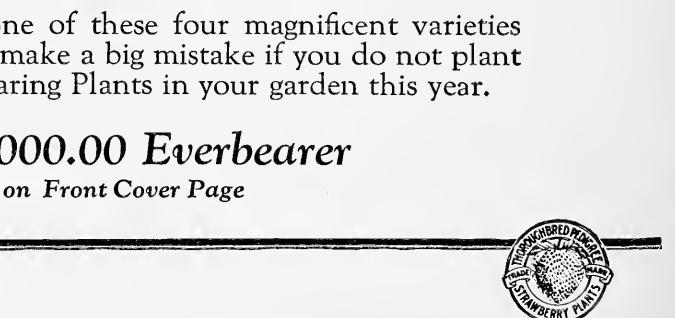
Some years ago I offered a prize of \$1,000 to anyone who would originate an Everbearer superior to any everbearing variety then on the market. Because of this \$1,000 prize offer, many new everbearing varieties were sent to us for testing and all were given a fair and impartial checking, testing and examination.

The plants sent in by Mr. Edwin H. Riehl of Alton, Illinois, were the prize-winners and his variety was named Kellogg's Perfection, because it is as nearly perfect as any strawberry plant I have seen in all my years of experience. We first offered this variety for sale in 1920 and never since that time have we been able to grow enough Kellogg's Perfection to supply the great demand. Only 50,000 Perfection plants, **Order Yours Now.**

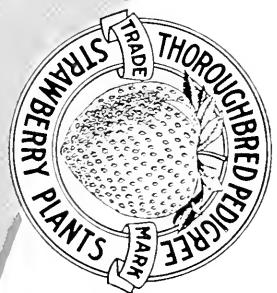
You cannot go wrong in selecting any one of these four magnificent varieties of Kellogg's Everbearers. But you will make a big mistake if you do not plant some of these famous Kellogg Everbearing Plants in your garden this year.

Rockhill, The \$50,000.00 Everbearer

See Basket of Berries on Front Cover Page



PROGRESSIVE



"The Universal Everbearer"

Progressive has become a great favorite everywhere. It produces big crops of the choicest berries in all soils and climates. So vigorous in growth it will stand more neglect and adverse weather conditions than most any other variety. Progressive is adapted to either hill culture or narrow matted rows. Berries are medium large, sweet, mild and beautifully colored. Strong bisexual and fruits without the aid of any other variety. Admired and praised by growers everywhere. I have selected Howard Stunz, of Oklahoma, to tell you of his experience with this wonderful everbearer.

Hydro, Oklahoma, January 16, 1921

R. M. Kellogg Company:—In the spring of 1920 I set a small patch of Kellogg Progressive everbearers—to be exact there was just $1/24$ of an acre. In 1921 I picked 570 quarts of berries. First picking was April 30th and last picking November 10th. This is at the rate of 427 bushels per acre. You do not say one-half enough in favor of Kellogg's Progressives. I can make more money from one acre of Kellogg plants than from 100 acres of other farm crops. Respectfully yours, HOWARD STUNZ.

Kellogg's JEWEL

"The Worth-While Everbearer"

ONE-THOUSAND, ONE-HUNDRED DOLLARS, is the price I paid George Brandvig of Jewell, Iowa, for this everbearer, which I have named Kellogg's Jewel. In vigorous plant growth, hardiness, and productiveness, both summer and fall, Jewel scores 100%.

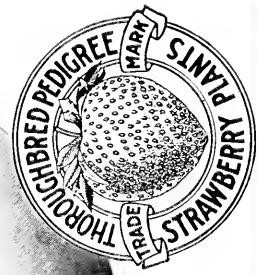
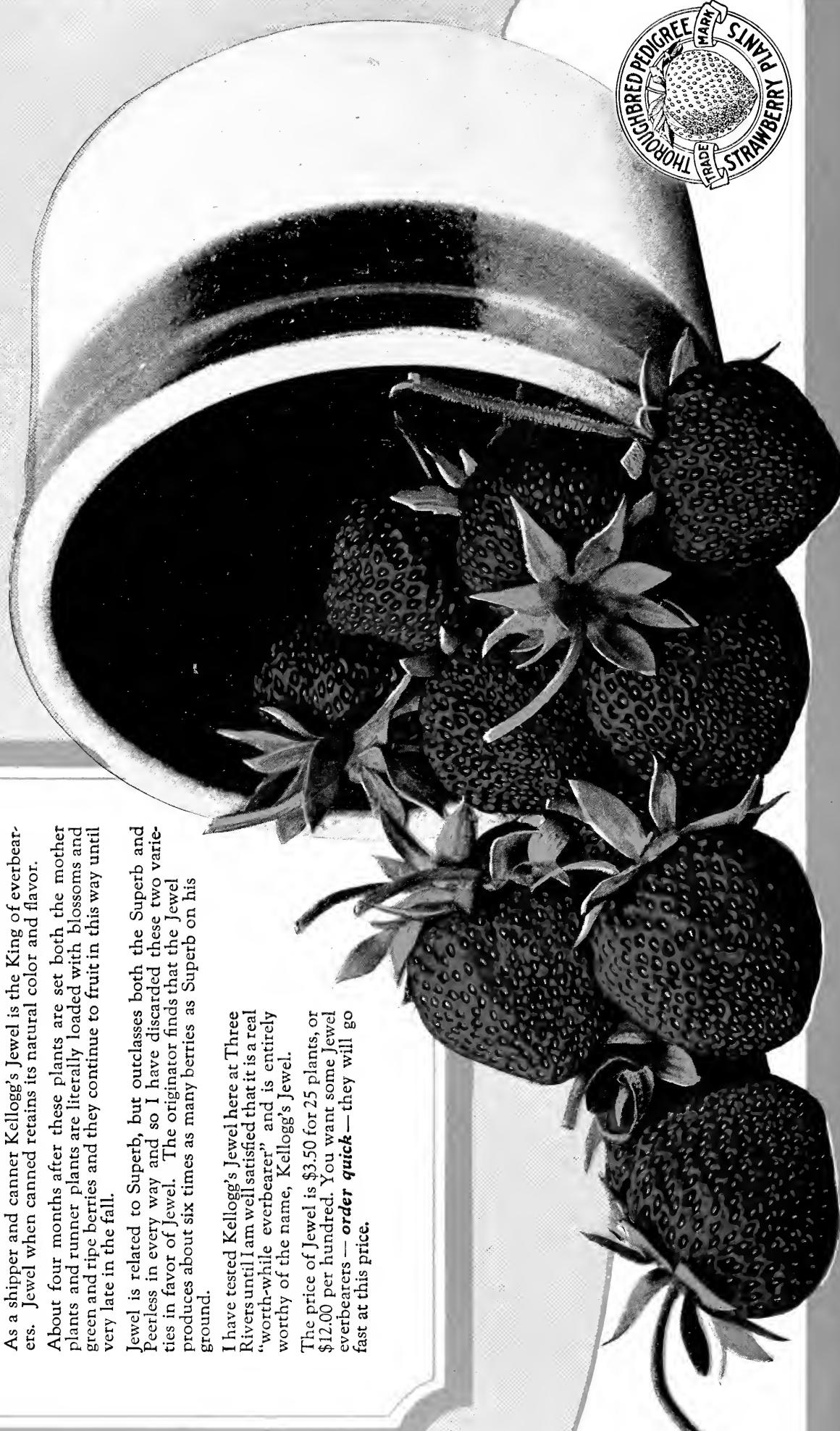
As a shipper and canner Kellogg's Jewel is the King of everbearers. Jewel when canned retains its natural color and flavor.

About four months after these plants are set both the mother plants and runner plants are literally loaded with blossoms and green and ripe berries and they continue to fruit in this way until very late in the fall.

Jewel is related to Superb, but outclasses both the Superb and Peerless in every way and so I have discarded these two varieties in favor of Jewel. The originator finds that the Jewel produces about six times as many berries as Superb on his ground.

I have tested Kellogg's Jewel here at Three Rivers until I am well satisfied that it is a real "worth-while everbearer" and is entirely worthy of the name, Kellogg's Jewel.

The price of Jewel is \$3.50 for 25 plants, or \$12.00 per hundred. You want some Jewel everbearers — **order quick** — they will go fast at this price.





Folks I want you to meet Mrs. Snow

OF NEBRASKA



She Made \$130 from a Kellogg Garden

I THOUGHT you would enjoy meeting one of our many customers who like thousands of others is making such a wonderful success with the Kellogg Thorobred Plants, so I am going to introduce Mrs. Snow of Nebraska and let her tell you what she has accomplished with the Kellogg Thorobreds grown "The Kellogg Way."

"It is a great pleasure for me to tell you what I know about the Kellogg Thorobred Plants. I am a seamstress, and as you know this is a rather tedious occupation, and so I decided that a little outdoor work would be beneficial. I started with a Kellogg Garden which has proved to be a wonderful benefit to me both in the change of work and helping me out financially. In one year I sold \$130 worth of berries from this garden, and besides had all the berries I could use at home and gave a great many to my friends. The Kellogg Thorobred Plants are truly wonderful. My berries sold readily at 30 cents per quart."

I wish it were possible for all of our lady customers to give you their experience in this delightful, healthful and profitable line of work—from Misses to Grandma's come letters of appreciation.

Miss Ada Olinger of Idaho wrote me such a nice letter in which she gave her experience: "From only 200 Kellogg Thorobred Plants," she said, "I made \$64.60, and this was my first attempt to grow strawberries."

Then from away up in Maine came a letter from Mrs. A. D. Carver which was filled with cheer and enthusiasm. Mrs. Carver started with one-quarter acre from which she sold \$500 worth of berries.

Each year after the fruiting season it keeps me busy reading letters which come from our folks telling about the pleasure and profits they are realizing from the Kellogg Plants.

Mrs. W. M. Hunter of Arkansas told me in one of her letters that she made \$75 from a very small plot set to Kellogg plants.

Mrs. Isaac Everhart of Michigan writes that she made \$50.

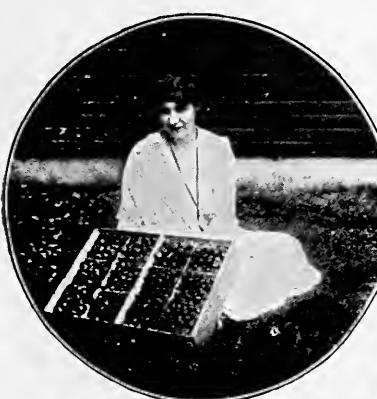
Then along came a letter from a little girl in New York. Her name is Clara Steere, and this little girl seems to out-do some of the older folks. Her profit from just a few square rods was \$140.57.

You can imagine how happy it makes me to read these cheery letters and how much more I feel like encouraging everyone to grow strawberries "The Kellogg Way."

I had a letter just yesterday from a 65-year-old girl telling me that her men folks were too busy last year to get the ground ready for her strawberry garden, she went on to say how greatly she was disappointed and how she did miss the strawberries because she had been accustomed to going out in her garden and filling her pail with big berries any day throughout the fruiting season.

I hope that nothing will interfere with your plans to have a Kellogg Garden this year. I do not want you to experience the same disappointment as the lady I was just telling about, because strawberries are a wonderful help in preparing your three meals each day, and you can grow Kellogg strawberries for practically nothing while it costs a lot of money to buy berries, and those you buy never are as good as those you grow right in your own garden.

I thoroughly enjoy reading the many good letters which come from the women folks. You may write just as often as you wish and send your photos along with your letters. Don't hesitate on Mrs. Beatty's account—she isn't jealous in the least. She enjoys reading your letters and looking at your pictures as much as I do.



A Few More Happy, Satisfied Kellogg Customers

Kellogg's Big Four

IT was in the spring of 1909 I began searching for four varieties ranging in season from extra early to late. I had in mind varieties that would surpass in productivity and hardiness any of the older varieties which we had at that time. I realized that it was going to take time and patience to find what I was looking for, but the same as in other lines of work, patience and perseverance brought success.

The first thing I did was to get in touch with men of high reputation who made a practice of originating new seedlings. This connection brought many promising new originations which were put under test, together with the best of the older varieties.

Plants of new seedlings came from far and near until I had 120 different varieties competing for first place.

During 1911 I was very much attracted to one particular variety which came from R. M. Sears of LaGrange, Ill. In 1912 this same variety caught my eye more forcibly than the year before, and I then selected it for a late variety and introduced it in 1913 under the name of *Kellogg's Prize, The Late Strawberry Without a Fault*.

The next variety, which attracted the attention of everyone on account of its extra early season of ripening and great productiveness, surpassing in this respect all other varieties in competition for extra-early place, was selected and named and in 1915 was introduced as *Kellogg's Premier, The Prize-Winner and Money-Maker*.

In 1915 I was called to Urbana, Ill. by Dr. J. R. Reasoner, originator of Senator Dunlap to look at a new cross of Senator Dunlap and Crescent. This new variety was then fruiting so wonderfully that right then and there I selected it as my mid-season variety and introduced it in 1916 under the name of *Dr. Burrill, The Million Dollar Strawberry*.

The next find that I made was a late variety from Idaho which was introduced in 1916 as *Magic Gem, The Gem of Perfection*.

This completed the circle I was working for;—namely, the best extra early, mid-season, middle and extra-late varieties, and this group was christened "*Kellogg's Big Four*."

To give you some idea of the popularity of these four varieties, millions of the plants have been sold, and they are now grown in every nook and corner of the United States and Canada, and recognized as the best and most profitable group of varieties ever originated.

Growers everywhere are ordering these plants far in advance of the setting season. On June 19th, 1922, we received an order from Lee Loftus of Moores Hill, Indiana, for 7000 of these plants to be shipped May 1, 1923—almost a year before he wanted the plants. He, like thousands of others, knows Kellogg's Big Four and is playing safe by ordering early.

*A Quartet of Beauties
that will produce
more quarts of big
luscious berries
than all others*



New Hampton, N. Y.
Jan. 25, 1922.

R. M. KELLOGG CO.
Three Rivers, Mich.

Gentlemen: Am enclosing an order for 1,000 of your Kellogg Thorobred Plants for this spring's delivery and hope very much not to get disappointed in my order, as the plants which I set before were more than satisfactory in every respect.

From the 400 plants of Kellogg's Big Four varieties which I set in 1919 I picked and sold over 700 quarts of berries in 1920 besides all the berries we used for two families, and all of the surplus berries sold readily at 40 cents per quart.

Everyone in my neighborhood said they beat any berries they have ever seen for size and flavor.
I remain as ever, your satisfied customer.
HARRY MABEE.



Kellogg's PREMIER

THE PRIZE-WINNER AND MONEY-MAKER

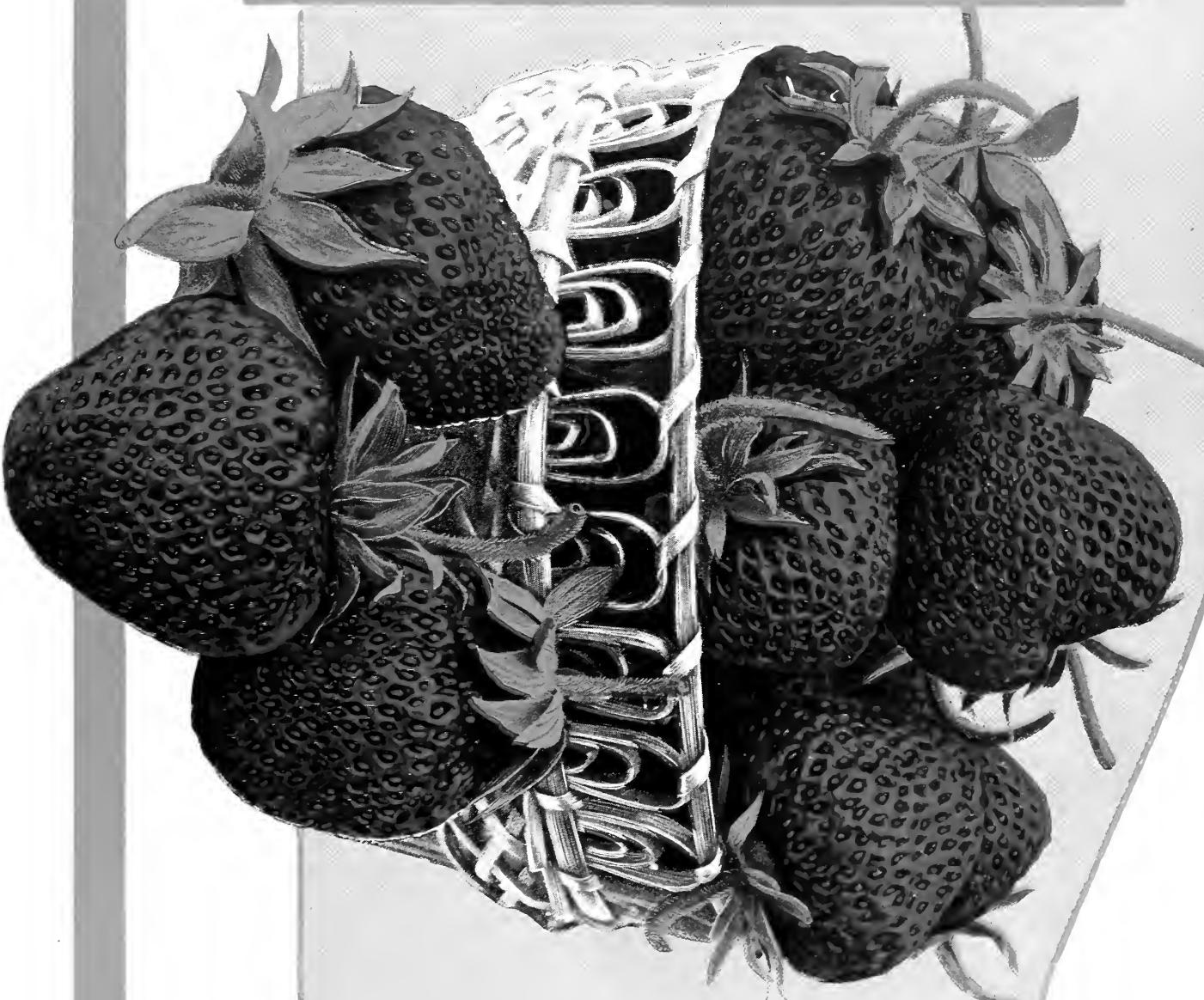
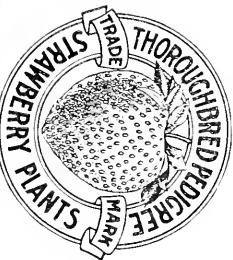
I could fill this entire book with letters telling the many good points about Kellogg's Premier. But all the good things I have learned about this wonderful extra-early variety would make a story entirely too long,—so I am going to let Mr. Linke of Indiana tell you his experience:

Hope, Ind.

R. M. Kellogg Company:
I consider Kellogg's Premier the greatest berry I ever grew. I set 500 plants and they brought me \$300.00 this year. Lots of the berries measured six inches around. They carry to market better than any other berry I ever saw.

W. B. Linke.

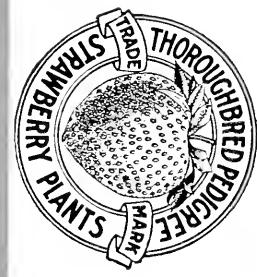
Mr. Linke has told in a very few words all you care to know. You may grow Premier either in hills, hedge row, or narrow matted row with equal success. Premier is a strong bisexual; requires no mating or petting; all-soil, all-climate variety. One large eastern grower offers \$500.00 to anyone for a new variety that will beat Kellogg's Premier. It simply can't be beat.



"The Million Dollar Strawberry"

Here's that million-dollar strawberry you have heard so much about. A child of Senator Dunlap and Crescent; brought into existence by Dr. J. R. Reasoner, originator of Senator Dunlap. Dr. Burrill is a mid-season bisexual with wonderful endurance. Its berries are produced in clusters, fruit fully as large as the berries shown here. Adapts itself to hill culture or narrow matted rows. Will do well in wide matted rows, but we do not recommend that method. Fruits heavily with or without other varieties. The many good reports we receive on Dr. Burrill assures us that it is adapted to all soils and climates. O. A. Humawalt of Delaware, Ohio, writes that his Dr. Burrill berries brought 50% more than common berries. Choose Kellogg's Thoroughbred-Pedigree Dr. Burrill Plants and you will not be disappointed.

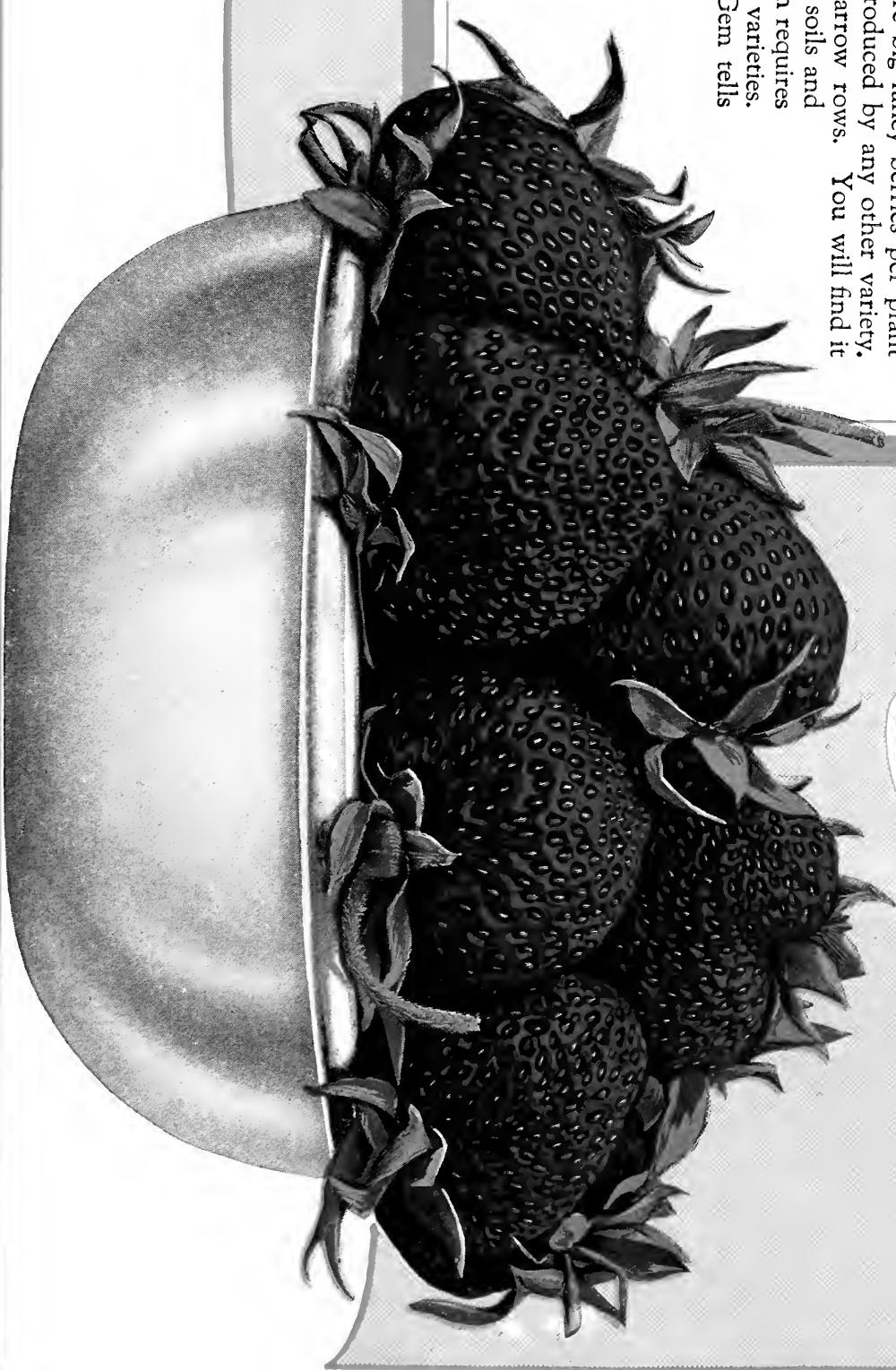
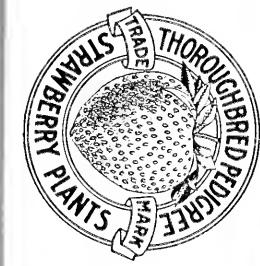
Dr. Burrill



"The Gem of Perfection"

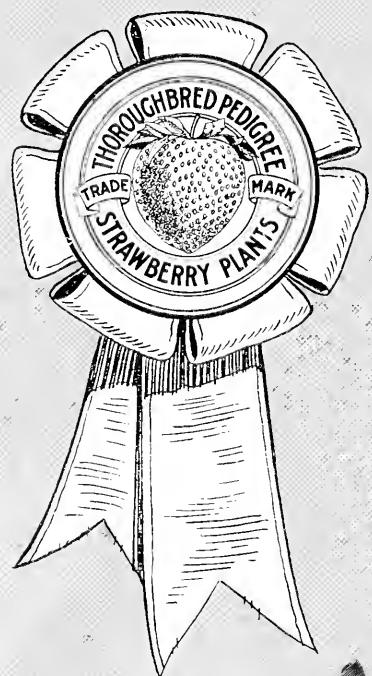
Magic Gem is one of those medium-late bisexuals that produces great big show berries with dark green calyx. A Florida customer says: "My Magic Gem berries are so large they would scarcely go into a common water glass." An Idaho grower tells us to push Magic Gem because it produces more big fancy berries per plant than he has ever seen produced by any other variety. It gives best results in narrow rows. You will find it a good producer in all soils and all climates. Magic Gem requires no mating with other varieties.

This picture of Magic Gem tells the story of the size and shape of the berries better than words. Plants are hardy, the leaves large and leathery; a good all-around variety.



Magic Gem

Kellogg's PRIZE



"The Late Strawberry Without a Fault"

Kellogg's Prize is a late pistillate with a great record. The large beautifully colored berries produced by this variety attract the attention of everyone. Our slogan "the late strawberry without a fault" has proved to be true. Here are extracts from letters which come from the north, south, east and west:

- "Kellogg's Prize is certainly a wonder"—Wisconsin.
- "Kellogg's Prize is the greatest strawberry under the sun"—Illinois.
- "Kellogg's Prize is by far the best berry I ever have grown"—Missouri.
- "You have made a mistake in pronouncing it wonderful; you should have said magnificent"—New Jersey.
- "You cannot recommend Kellogg's Prize too highly"—Kentucky.

Grow Kellogg's Prize in narrow rows beside some good bisexual like Magic Gem, Sionilli or Gibson for mating purposes, because Kellogg's Prize is a pistillate and requires mating.



Kellogg's Free Service Makes Strawberry Growing Easy, Simple and Profitable

WHEN you order strawberry plants from Kellogg, that is not the end of the transaction by any means. It is just the beginning of pleasant, business friendship between you and us. Twenty years ago when I took the management of this business, one of the first things I did was to establish what is now known as the Kellogg FREE Service Department.

The object of this FREE Service Department is to answer questions, prevent mistakes, and to help in every way possible. With our experience and knowledge we can increase the yields and profits for every Kellogg customer.

I learned long ago that a "satisfied customer" is the best advertisement for any business, and I will go the limit to please and satisfy everyone who places their confidence in our company by ordering Kellogg Thorobred Plants.

We do not claim to know all there is to know about strawberries. Everyone of us can live and learn. But the many years we have devoted to this line of work has naturally given us a knowledge of strawberry growing that could be gained in no other way than through experience.

We want you to take full advantage of our Free Service Department. You will find us ready and willing to answer your questions and help you at any time. And we will do it absolutely free of charge without placing you under any obligation whatever to us.

We will select plants for you, if you wish, and tell you how to set them to insure perfect mating. Give us the dimensions of the ground you wish to use and we will tell you how many plants you will require.

We will help you select the varieties that are best adapted to your particular soil, climate and conditions. Should you encounter any difficulties in your strawberry growing, we will give you all the help and advice we possibly can to overcome them.

If you want any information at all regarding the growing or marketing of your berries, our Free Service Department will supply it to you promptly and without cost.

When you buy strawberry plants from Kellogg's you get not only the highest standard of plants grown anywhere in the world, but with every order goes our Free Service that makes strawberry growing easy, simple and profitable and makes big crops and big berries a certainty.

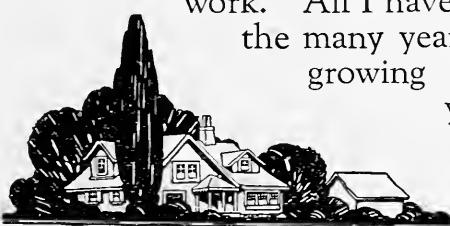
Thousands of Kellogg customers will testify that the benefit they derived from our Free Service Department has been worth as much or more to them than the total cost of their plants.

Farther on in this book you will find cultural methods describing the "Kellogg Way" written in a simple and easy-to-understand manner. And in addition to this information, it will be my pleasure to answer any questions you may have occasion to ask regarding your strawberry work.

All I have learned during
the many years I have been
growing strawberries is
yours for the
asking.



Mr. Beatty personally selecting the parent plants
which produce your plants.





My Special Bargain Offer

On Six Big Kellogg Gardens will save you money

I AM going to give you six big Kellogg gardens to select from this year, and I am going to make the price so low that everyone with a small plot of ground can enjoy Kellogg strawberries grown "The Kellogg Way."

Even though you have only a small back yard you will find a Kellogg strawberry garden that will exactly meet your requirements and fit your pocketbook.

My aim in making such a low price on these gardens this year is to get you started with the wonderful Kellogg Thorobred Plants. When your garden begins to produce big crops of big, red berries, you will realize the big saving and big money-making possibilities and then you are going to increase your planting, and I am going to get your future orders, because it has been my experience that "once a Kellogg customer always a Kellogg customer."

Mrs. Aiken of our own state started with a Kellogg garden fifteen years ago and from that time she has never been without a strawberry garden, and she has been so thoroughly satisfied that she has used nothing but Kellogg Thorobred Plants, and from her recommendations we have sold a great many Kellogg gardens to her neighbors. This is the way it works out in most cases.

I want you to read the next few pages and see the six big bargains I am offering you on Kellogg's Special Gardens. Then pick out the garden you want, and send your order to me, and I will see that this particular garden is reserved and the plants will be sent to you, all charges prepaid, at the proper planting time.

Any one of these Kellogg strawberry gardens will not only supply your family with all the berries they can use at practically no cost, but it also will give you a good substantial cash profit besides.

The cash profits from surplus berries range from \$25 to \$85, while a few report more than \$100 profit. The profit depends, of course, largely upon the size of the garden. You can see the big saving which comes through a Kellogg garden without much argument from me.

A Kellogg garden will give you more delicious berries than you can buy at any price. It will give you a big cash profit and it will get the children interested in a profitable and healthful line of work.

More than once children have gotten a vision from the strawberry garden which has led them into a good paying business. This might be true in your case, but whether this happens in your family or not, a Kellogg strawberry garden will prove to be the best and most profitable investment you ever have made.

Any time you want information which you do not find in this book I will be glad to answer your questions. I want to help you grow the biggest and best berries that can be grown so that you will help me sell more gardens by recommending the Kellogg Thorobred Plants to your many friends.

R. M. KELLOGG,
Three Rivers, Mich.

Dear Sir:

My strawberry plants I got from you gave a most satisfactory yield. My garden is small—just a back yard. On account of close quarters I set the plants closer together than would be advisable otherwise. My patch is 51 feet long and 10 feet wide. I picked 173 quarts of the very best quality berries. Almost 5½ bushels. This would mean 1 bushel for 10 feet square. We preserved 35 pints, sold \$9.20 worth (more than enough to pay for the plants) gave away 20 quarts and had all we could use.

WILLIAM D. KNOWLTON,
Evanston, Illinois



Kellogg's Back Yard Garden

Here's just the ideal strawberry garden for folks who have only a small plot of ground;—perhaps just a back yard,—or for those who wish to devote a part of their vegetable garden to strawberries. In selecting this garden I have chosen varieties that will produce a fine crop of berries in rather dense shade. This garden consists of 100 plants taken from four of our very best varieties and will produce a big crop of the choicest berries for you.



This Back Yard Garden is certainly cheap enough at the regular price of \$3.10—but just to get you started growing Kellogg Pedigree Plants, I am going to make you a special Bargain price and deliver this garden right to your door for

Only \$2.85
Free Delivery

Kellogg's Back Yard Garden
consists of

25 Delicious85
25 Marvel85
25 Dr. Burrill70
25 Big Wonder70
Regular Price	\$3.10

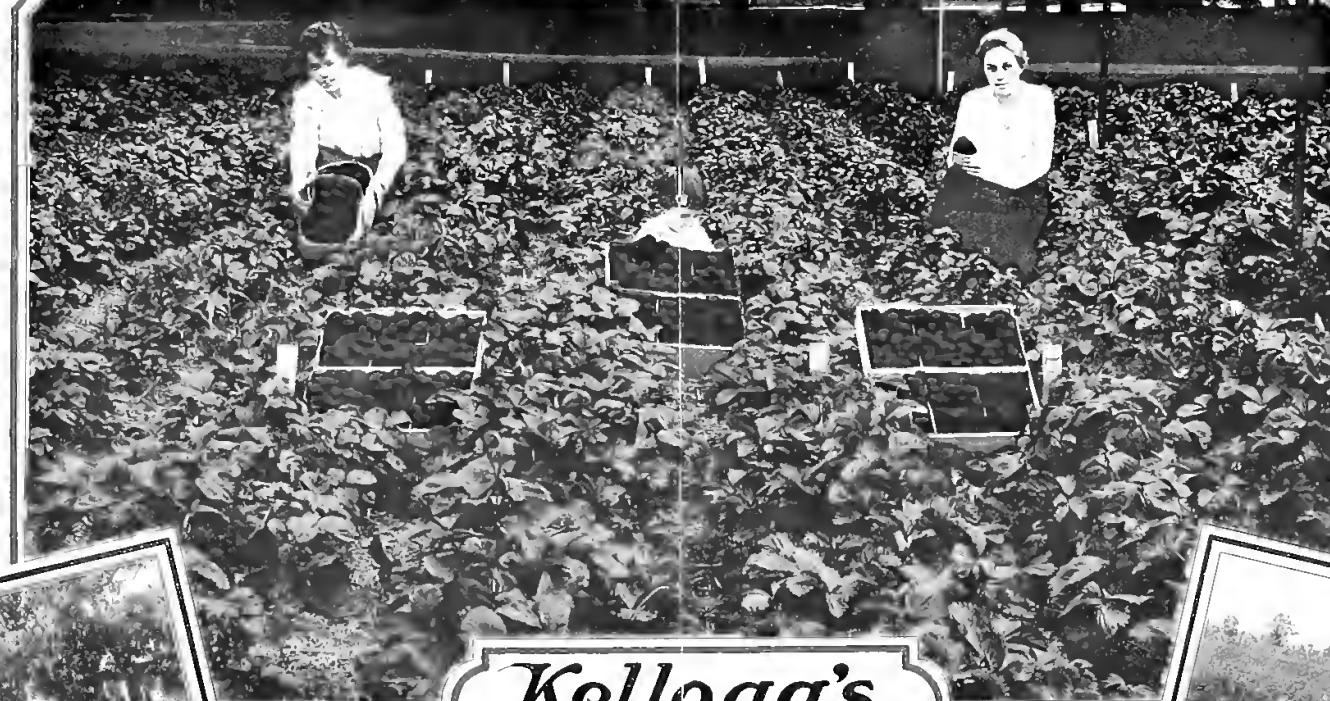
Canadian Customers Please Note

"Canadian and all foreign customers must add 35% to these special garden prices so that our Canadian agent can prepay the duty, tax and clearance charges. This will insure prompt delivery with no further charge to you, and with no delay at Customs office."

Kellogg's Combination Garden

Here is a wonderful garden at a wonderful price. I call this our "Combination Garden" because it consists of a combination of our finest Everbearing Plants and some of our very best standard varieties. The Everbearing Plants in this garden will begin bearing in August of this year—and next year this garden will produce an endless flow of big, red beauties from early summer until snow flies. This "Combination Garden" consists of 200 plants selected from our choicest varieties as follows:

50 Progressive Everbearers . . .	\$1.90
50 Senator Dunlap65
50 Warfield65
50 Big Wonder . . .	1.05
Regular Price	\$4.25



I am sure no one would object to paying the regular price of \$4.25 for this fine "Combination Garden" of Kellogg's Thoroughbreds, but I want to make it a real worth-while bargain for you—so I am going to ship you this complete garden—all delivery charges prepaid for

Only

\$3 45

In addition to the profits you are sure to make from this splendid garden selection, you also will have a fair chance to win one of the following prizes:

The one growing the most quarts of berries in the season of 1924 from this garden will receive our check for \$25.00.

The next best will receive our check for \$15.00.

And the one taking third place will get our check for \$10.00.

In case of a tie, each tying contestant will be awarded the full amount of the prize indicated. Your final report must be in our office not later than September 15, 1924, giving accurately the number of quarts of berries you picked from this garden in its first year's fruiting.

Only
\$5 25

The prizes will be awarded in a fair and square manner. We have no interest in this contest except to create greater efforts on the part of the customer and to prove what can be done with Kellogg Pedigree Plants grown the Kellogg Way. So let's go, and as the little boy says: "Let everybody do their darndest."

Prize Winners for 1924 Kellogg's Grand Prize Garden Contest

*Our checks were mailed October 9, 1924 to the following prize winners:

First prize, of \$25.00 won by T. C. Cook, Box 84, Leaksville, North Carolina. He picked 423 quarts and the berries sold at an average price of 32 cents or a total of \$135.36.

Mrs. Luke H. Nichols, R. 3, Greenwich, New York, won second prize of \$15.00. She picked 310 quarts, average price per quart 25 cents, total \$87.50.

Mrs. E. S. Mann, 513 North Central Avenue, Paris, Illinois, won third prize of \$10.00. She picked 282 quarts, cash received \$84.60.

Kellogg's Everbearing Garden

Here is a garden that will give you quick results. Plants set this coming spring will begin fruiting heavily in August. As the season advances the berries will increase in size, quantity and quality. In making up this garden I am going to select plants of just one variety, the PROGRESSIVE. This variety is the "Universal Everbearing Favorite." It produces big crops of big red berries from June to November, in all soils and all climates—and it is extremely hardy, too. When you order a Kellogg Everbearing Garden here is what you will get:

200

Progressive Everbearing Plants

Regular Price, \$4.85



Everybody will be interested in this Everbearing Garden because everybody wants Kellogg's Pedigree Everbearing Strawberry Plants—and so I am going to make you a Special, Reduced Price on this Kellogg's Everbearing Garden this year. I will deliver this garden to you, all charges prepaid, for

Only

\$4 35

Kellogg's Big Four Garden

The four standard varieties which make up this garden produce, without a doubt, the most wonderful strawberries the world has ever known. This "Big Four" Garden will give you a continuous flood of big, red berries throughout the entire strawberry season. Kellogg's Premier is the choicest extra-early variety ever originated. Dr. Burrill excels all other mid-season varieties. Magic Gem comes next with a load of luscious gems. Kellogg's Prize or Big Late will close the season with an enormous crop of red ripe beauties. This "Big Four" Garden consists of 400 Thoroughbred Plants as follows:

100 Kellogg's Premier	\$1.70
100 Dr. Burrill	1.70
100 Magic Gem	1.70
100 Kellogg's Prize or Big Late	1.70
Regular Price	<u>\$6.80</u>

This garden is a big bargain at the regular price of \$6.80, but I am going to quote you a special price on it of only \$6.25 and deliver it right to your door free of charge.

\$ Only
6²⁵

Delivered
FREE

Kellogg's Big Money Maker Garden

No matter where you live or what kind of soil you have, this Kellogg Pedigree Strawberry Garden will give you bigger crops and bigger profits than anything else you can grow. If you want to make a nice bunch of extra money off of your strawberry garden, besides having plenty of berries for your own use,—then this is the "Money-Making" garden to choose.

In making up this special garden I have selected plants from five varieties which are sure to deliver the goods. This garden consists of 1000 Pedigree Plants as follows:

200 Senator Dunlap	\$1.60
200 Haverland or Warfield	1.60
200 Aroma or Gibson	1.60
200 Kellogg's Marvel	3.25
200 Big Wonder	2.70
Regular Price	<u>\$10.75</u>

Just to help you get started in the money-making business of growing Kellogg's Pedigree Strawberries for profit, I am going to cut \$1.25 right off the regular price of this "Big Money-Maker" Garden and deliver it right to your town, all transportation charges paid, for the extreme low price of only \$9.50.

\$ Only
9⁵⁰

Delivered
FREE



The "Kellogg Way" of Raising Strawberries

Insures Big Crops and Big Profits

THE very first and most important step in growing strawberries "The Kellogg Way" is to set plants which are 100% pure,— 100% healthy,— and 100% productive, and the only plants which will measure up to this high standard are the Kellogg Thorobreds.

Even though they cost a little more than ordinary plants, Kellogg's Thorobred Pedigree Plants are by far the cheapest and best to buy whether you are going to grow strawberries for home use or for market, because they are absolutely free from drones, insects or blight of any kind and every Kellogg plant you set will produce its full share of big, red, luscious berries.

After you have selected Kellogg's 100% plants the rest of the "Kellogg Way" is very easy. It is simply putting the common-sense laws of nature into practice, which you will find fully explained below.

Cultural Methods

Soils Any soil that will produce vegetables or common farm crops will also produce strawberries, but old timothy sod should be avoided on account of white grubs.

Soil Preparation Plow or spade the soil to a depth of eight to ten inches. Thoroughly pulverize the soil to the full depth of the plowing or spading and press firmly with roller. It is not good practice to set plants in soil that is full of clods.

Fertilizers Either cattle, horse, sheep or hog manure is good. If possible this should be applied before plowing or spading and it should be thoroughly worked into the soil before planting, or this fertilizer may be scattered thinly between the rows after plants are set. Pulverized sheep manure makes excellent fertilizer. Use at the rate of half-ton per acre. This material may also be used as a top dressing after plants are set.

Commercial Fertilizers Well-rotted stable manure or pulverized sheep manure are the best. If these cannot be obtained, blood and bone tankage applied at the rate of 400 to 500 lbs. per acre will give splendid results, or apply 250 lbs. acid phosphate per acre.

Time to Set In all northern states April and May are the best months in which to set plants. In southern states plants may be set as early as February and March.

How to Set Plants Make an opening in the soil with dibble or spade. Place the roots of the plants straight down into the opening with roots spread fan-shaped and press the soil firmly against the roots. Have the crown or body of the plant even with the top surface of the soil.

Pruning Every Kellogg Thorobred Plant is root pruned all ready for setting; no further pruning is necessary.

Heeling in Plants Should it be necessary to hold the plants several days before setting make a V-shaped furrow, open the bunch and spread the plants thinly in the furrow, roots downward, with crowns level with the surface of the ground and press the soil firmly against the roots. Water the plants often until ready for setting. Plants may be kept several weeks in trenches of this kind.

Planting Systems You will find the hill or narrow row system the most profitable. For the hill system rows may be made 24 to 30 inches apart and plants set from 12 inches to 15 inches apart in the rows. All runners should be removed. The hill system does not mean to hill or ridge the ground, but it does mean to grow just one plant in a place. 14,000 plants are required to set one acre when plants are set 30 x 15 inches. For the narrow row system rows should be three and one-half feet apart and plants set about two feet apart in the rows. Each plant should be allowed to make

Section of a Row Showing Plants Growing in Hill System



COPYRIGHT

CULTURAL METHODS—Continued

enough runner plants to fill in a row about one foot in width. All surplus runners, after the row is so formed, should be cut or pulled off. This system requires approximately 6,000 plants per acre.

Mating Strawberry varieties are divided into sexes, both male and female. In the description of each variety listed in this book we explain how to mate each pistillate or female in order to get best results, and our method for doing this is very simple. In large fields there should be at least one row of bisexual or male varieties to every three or four rows of pistillate or female varieties.

Cultivation The cultivation should begin soon after plants are set. Cultivate shallow—only two or three inches deep. During dry spells frequent cultivation retains the moisture and keeps the plants growing vigorously. It also aids in bringing plant food into available form for the plants.

Filling in Vacancies If, for any reason, an occasional plant should fail to grow, vacant places may be filled in with runner plants formed by plants setting next to the vacancies.

Removing Blossoms Soon after your plants are set the blossoms will begin opening. These should be removed by cutting or pinching off the fruit stalks. This will strengthen the plants and make them more fruitful when the proper fruiting time comes.

Insects and Fungi When you set Kellogg Thorobred Plants you are setting plants which are 100% pure and healthy. They are thoroughly sprayed in our propagating fields and are sent to you absolutely free from all insects and fungi.

Mulching During the early winter in cold climates it will pay you to cover your plants with straw, marsh hay, shredded fodder or coarse stable manure to protect the plants against alternate freezing and thawing during the winter, and to keep the berries clean when they are ripening. It also retains moisture and keeps down the weeds which aids the plants in fruiting more heavily. In the spring remove the mulching which lies on top of the plants, placing it in the spaces between the rows.

Picking If possible always pick berries when the vines and berries are dry, especially if they are to be shipped a long distance. The berries should be removed from the vines by pinching the stem between the thumb nail and finger, leaving about one-half inch of the stem attached to the berry. This adds to the appearance as well as to the keeping qualities.

Marketing It is no problem to sell strawberries if you have Kellogg quality. The automobile brings the buyer right to your field, or you can sell through your local

grocers. There are several plans for selling, and this is generally worked out by the individual grower. He can select the method that is best adapted to his particular locality.

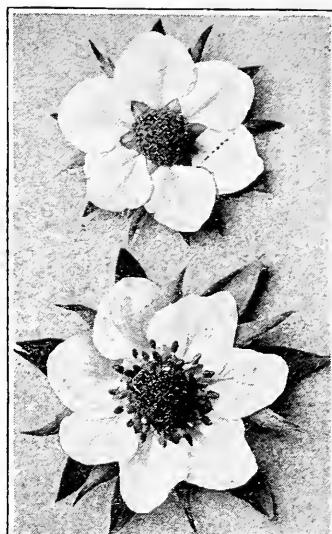
Preparing for Second Crop After your plants have fruited the first season the foliage can be mowed off and the rows narrowed down with either breaking plow, spade or hoe, and the plants allowed to produce another crop.

The Everbearers These varieties are exceedingly productive and their fruiting season covers a long period. On this account the ground should be highly fertilized either with stable manure, pulverized sheep manure or blood and bone tankage. The everbearing plants you set this coming spring should have their blossoms removed at intervals of every two weeks until about July 1st. The plants from then on may be allowed to fruit to full capacity. The berries generally begin ripening in August and as the season advances the berries increase in number and size.

Crop Rotation After strawberry plants have fruited two years it is best to plow or spade the plants under and grow some other crop. The new bed should be set in ground which has not grown strawberries for at least one year. Strawberries will follow most any farm or garden crop.

Irrigation If you are prepared to irrigate all the better. The sprinkling system is very desirable or water may be run in furrows between the rows. Repeated cultivation overcomes any injury from drouth. The more you cultivate and hoe the more moisture you are conserving for the use of the plants. After reading these simple directions, you can see for yourself, that in growing strawberries "The Kellogg Way" the quality of the plants is more than "half the battle," because it is the plants that produce the crop.

Growers using Kellogg Thorobreds have no regrets like Mont F. Highley of Oklahoma who wrote us as follows: "Having paid dearly for my experience by losing two years work with cheap, unfruitful plants, I am now advising my friends to buy Kellogg Thorobreds and save themselves the disappointment I experienced with cheap plants. I have learned through my own profitable experience that Kellogg Thorobreds are the cheapest in the long run."



Sex in strawberry plants graphically presented. Above; pistillate blossom. Below; blossom of a bi-sexual plant.

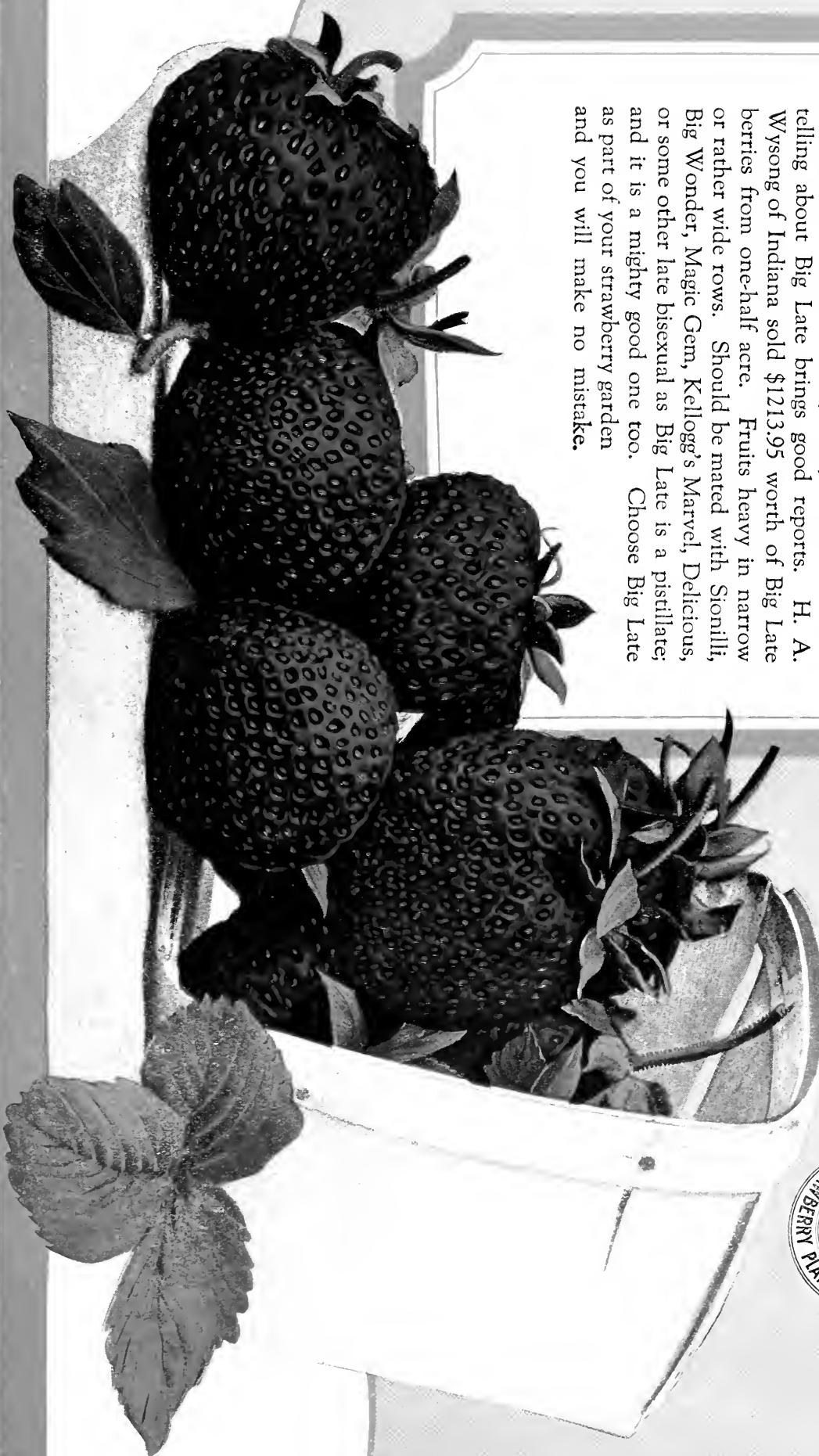
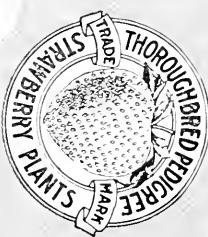


Showing Plants Grown in a Single Hedge-Row System

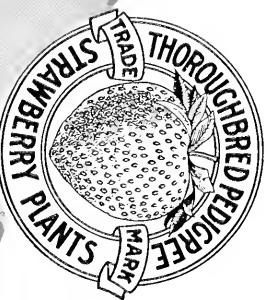
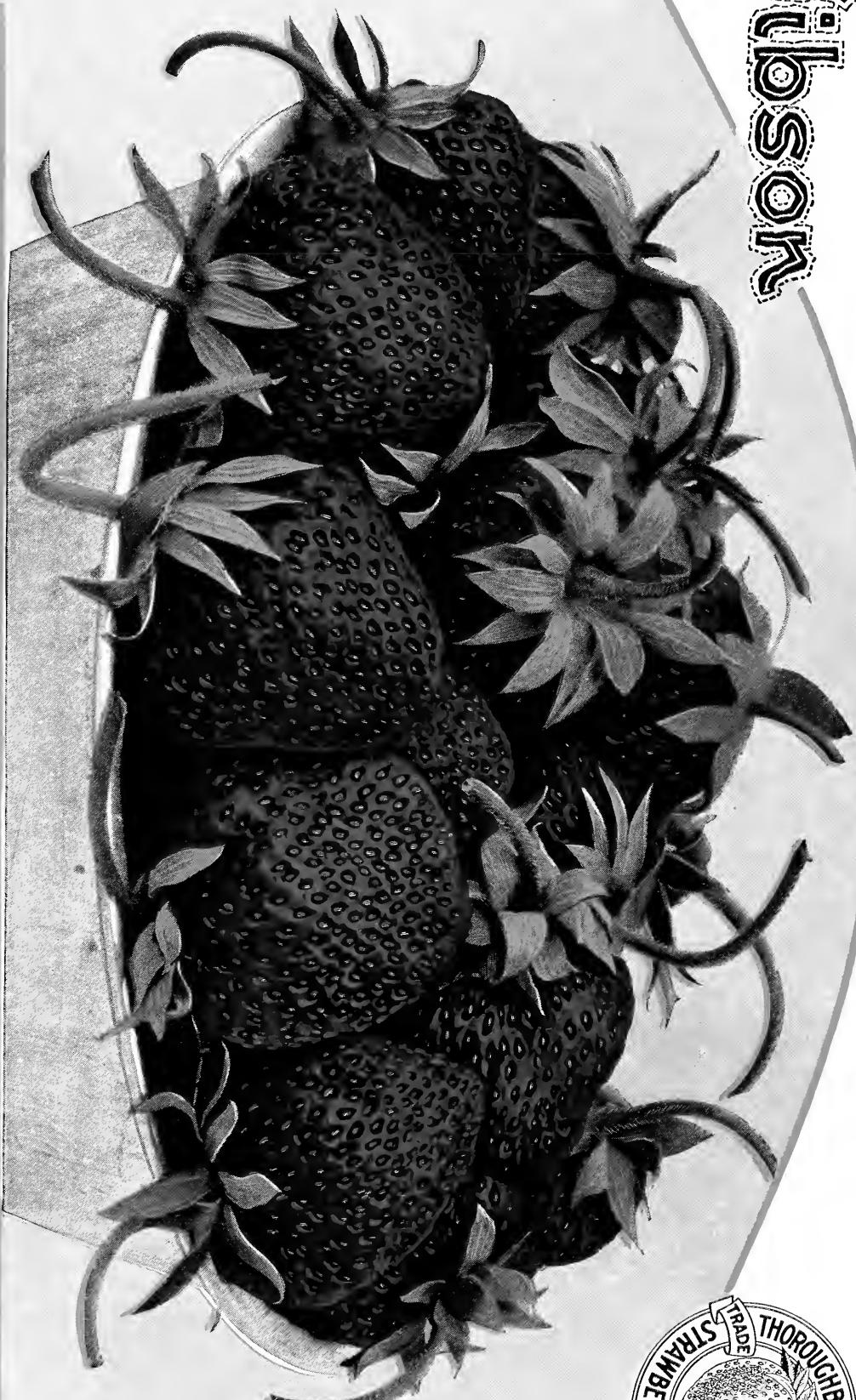
"The Queen of Quality and Quantity"

Kellogg's Big Late is one of those rough-and-ready late pistillates having no preference as to soil or climate. A tall grower and heavy fruiter; the berries are large and glossy. They fairly sparkle, and are of the very best quality. Practically every letter we receive telling about Big Late brings good reports. H. A. Wysong of Indiana sold \$1213.95 worth of Big Late berries from one-half acre. Fruits heavy in narrow or rather wide rows. Should be mated with Sionilli, Big Wonder, Magic Gem, Kellogg's Marvel, Delicious, or some other late bisexual as Big Late is a pistillate; and it is a mighty good one too. Choose Big Late as part of your strawberry garden and you will make no mistake.

Kellogg's BIG LATE

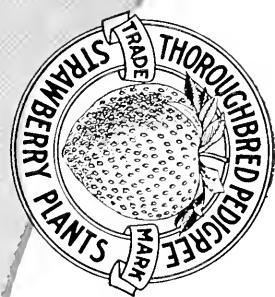
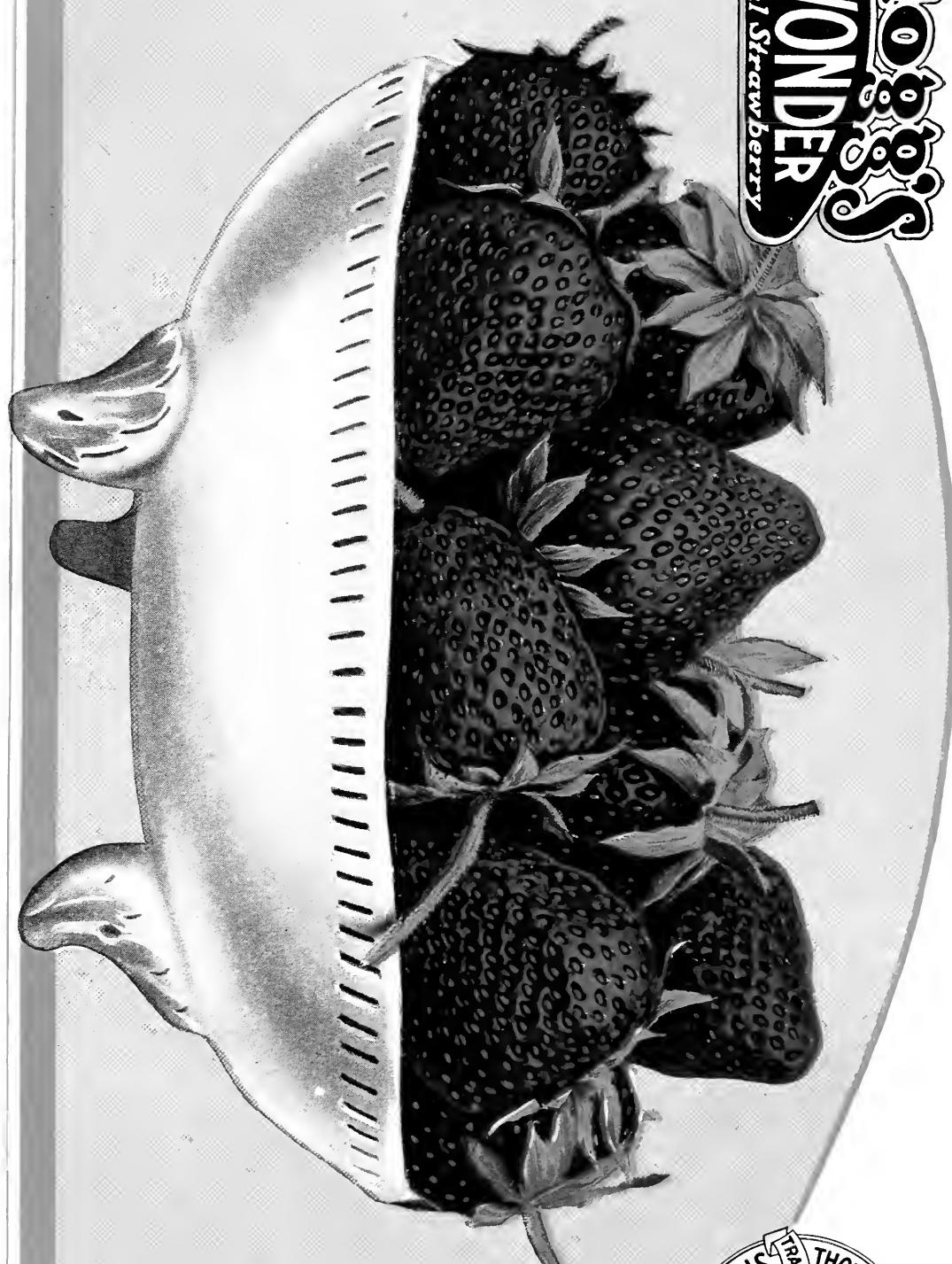


Gibson



"Makes Good Everywhere"

Gibson has proved to be such a wonderful strawberry that it has become one of the leading commercial varieties. In many of the large strawberry sections it is grown exclusively. The demand for Gibson plants is increasing faster than the plants can be grown. A vigorous and hardy grower of unusual productiveness. Requires only ordinary care. Berries are large and bright red. Fruits heavily in hills, narrow or wide rows. A strong bisexual. Can be grown alone as well as with other varieties. The picture shown here tells the story of size shape and color.



"A Wonderful Strawberry"

LATE

Big Wonder is a most vigorous grower; foliage grows very tall; the leaves are extra large and the plants extremely hardy. One Canadian grower who visited our farm said that Big Wonder was one of the best varieties he ever grew. The berries, he said, were large and most beautiful in both form and color. Big Wonder is a good bisexual which fruits without the aid of other varieties, and it can be used as a mating variety for any medium late pistillate. Grow Big Wonder in hills or very narrow rows. The foliage grows too tall and dense to insure success when grown in wide rows.

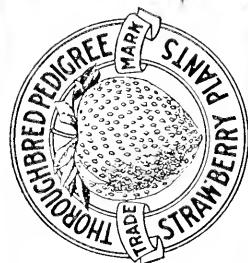
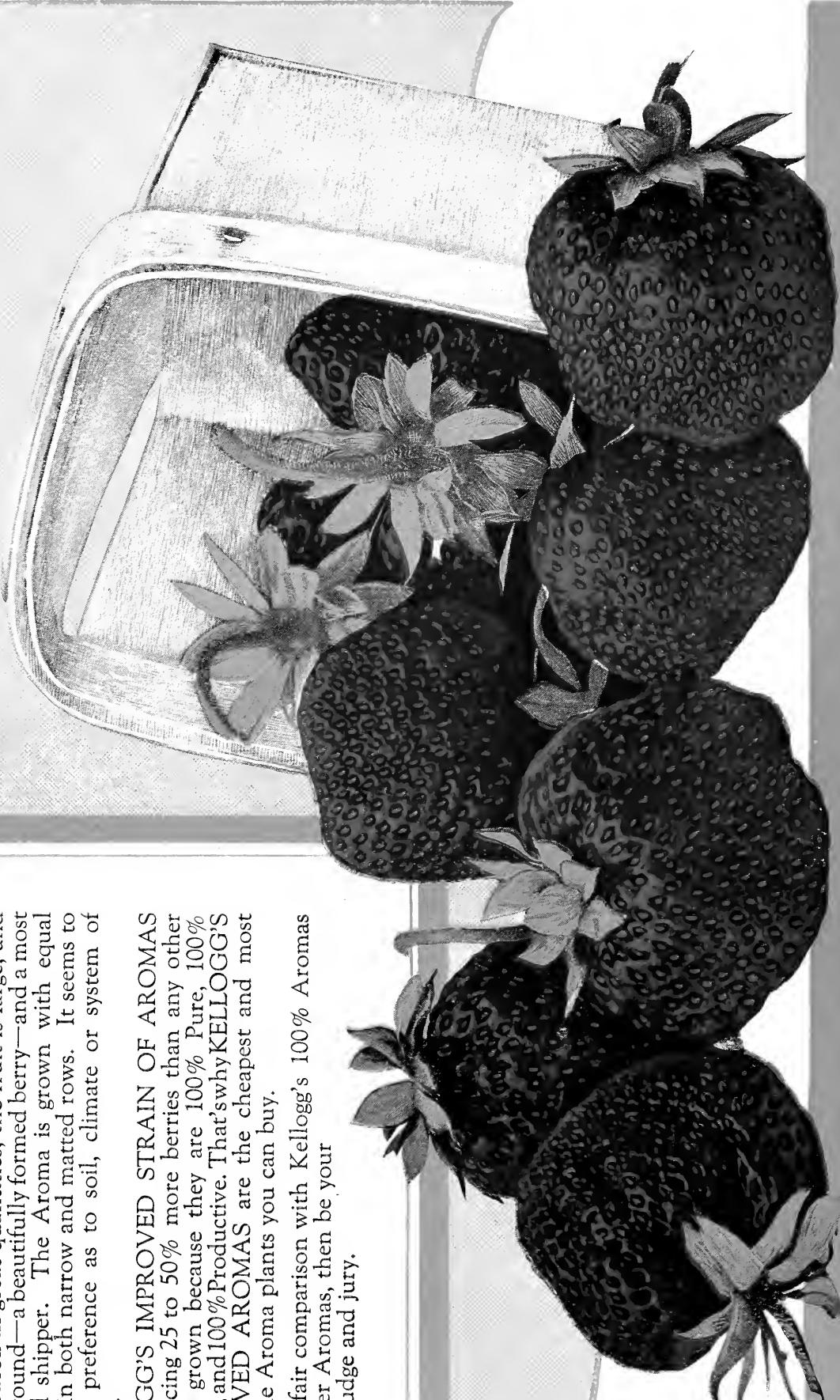
Kellogg's Improved AROMA

"The Blue Ribbon Strawberry"

Aroma is the leading late variety throughout the entire South, including Missouri and Kansas, and rightly it should be because Aroma is one of the very choicest late varieties. Aroma is a strong bi-sexual; it is a common thing to find large fields set exclusively to this one variety because it requires no mating. The berries are produced in great quantities; the fruit is large, and almost round—a beautifully formed berry—and a most splendid shipper. The Aroma is grown with equal success in both narrow and matted rows. It seems to have no preference as to soil, climate or system of growing.

KELLOGG'S IMPROVED STRAIN OF AROMAS is producing 25 to 50% more berries than any other Aromas grown because they are 100% Pure, 100% Healthy, and 100% Productive. That's why KELLOGG'S IMPROVED AROMAS are the cheapest and most profitable Aroma plants you can buy.

Make a fair comparison with Kellogg's 100% Aromas and other Aromas, then be your own judge and jury.



Every Kellogg Thorobred Plant is Grown on the Kellogg Farms

AND SOLD DIRECT TO YOU

IN PRODUCING Kellogg Thorobred Plants every precaution is taken which will absolutely insure genuine thorobred plants which are 100% pure,—100% healthy,—and 100% productive. These plants are produced on our own farms, under our own cultural and feeding methods. The Kellogg Thorobred Plants come direct from the Kellogg farms to your town without any "in between stops" or "in between profits" and the Kellogg guarantee is back of every Kellogg plant which leaves the Kellogg farms.

The Kellogg Thorobred Plants cannot be secured from any nursery company, seed company, or agents. Some agents get our catalog and claim to be selling Kellogg Plants. Beware of anyone making such claims. They are impostors. Should you order through these agents or any nursery or seed company or from any company claiming to sell the Kellogg Thorobred Plants, you will pay the Kellogg price and you will receive nothing but common plants, the cheapest they can buy with which to fill your order.

This book is our only salesman. The only way you can secure genuine Kellogg Thorobred Plants is by sending your order direct to the R. M. Kellogg Company, Three Rivers, Mich. This insures you the purest and most productive plants grown and in addition you are also assured a square deal and full satisfaction.

In April, 1921, I purchased 250 strawberry plants from you. I picked the buds all off and the runners in 1921 and on the 17th of May, 1922, they began to bear which was a week or ten days earlier than any one else. From those 250 plants I picked 278 quarts of berries. I never saw such fine berries. Everybody wanted my berries. I want to set out another patch in April next year.

Respectfully,
Mrs. Lena Linder.



Kellogg Thorobreds Bunched Ready for Packing

Other Standard Varieties

Here are eight Standard Varieties which are so extensively and universally grown, and have proved to be so profitable, that they require only a short description,—except Parker, which we are offering this year for the first time. They are all Thorobreds.

Sionilli LATE. Sionilli is a strong, stalky growing bisexual which produces big red berries in great quantities. Originated in Illinois. Spell Illinois backward and you have "Sionilli." Makes just enough runners to fill in a good fruiting row. Very easily grown on this account. Is also a great success when grown in hills. Requires no mating; can be grown alone or with other varieties.

Haverland MEDIUM EARLY. Haverland is an old standard pistillate that always has made good, and is grown in most every state in the Union. The foliage grows tall; rather light colored. It is a great producer of berries which are rather long in shape, of a light-red color. Grow it in narrow rows for best results. Use Dunlap, Premier or Burrill for mating as Haverland is a pistillate.

Warfield MEDIUM EARLY. Here is another of those old tried-and-true medium-early pistillates. Warfield is possibly more widely known than any other variety. The plants grow tall and bushy and the fruit is borne in great quantities. The berries are medium large, beautifully shaped and of a dark-blood-red color. Warfield can be grown in hills or narrow rows with equally good results. Premier, Dunlap or Dr. Burrill mates it perfectly. Remember Warfield is a pistillate and requires mating.

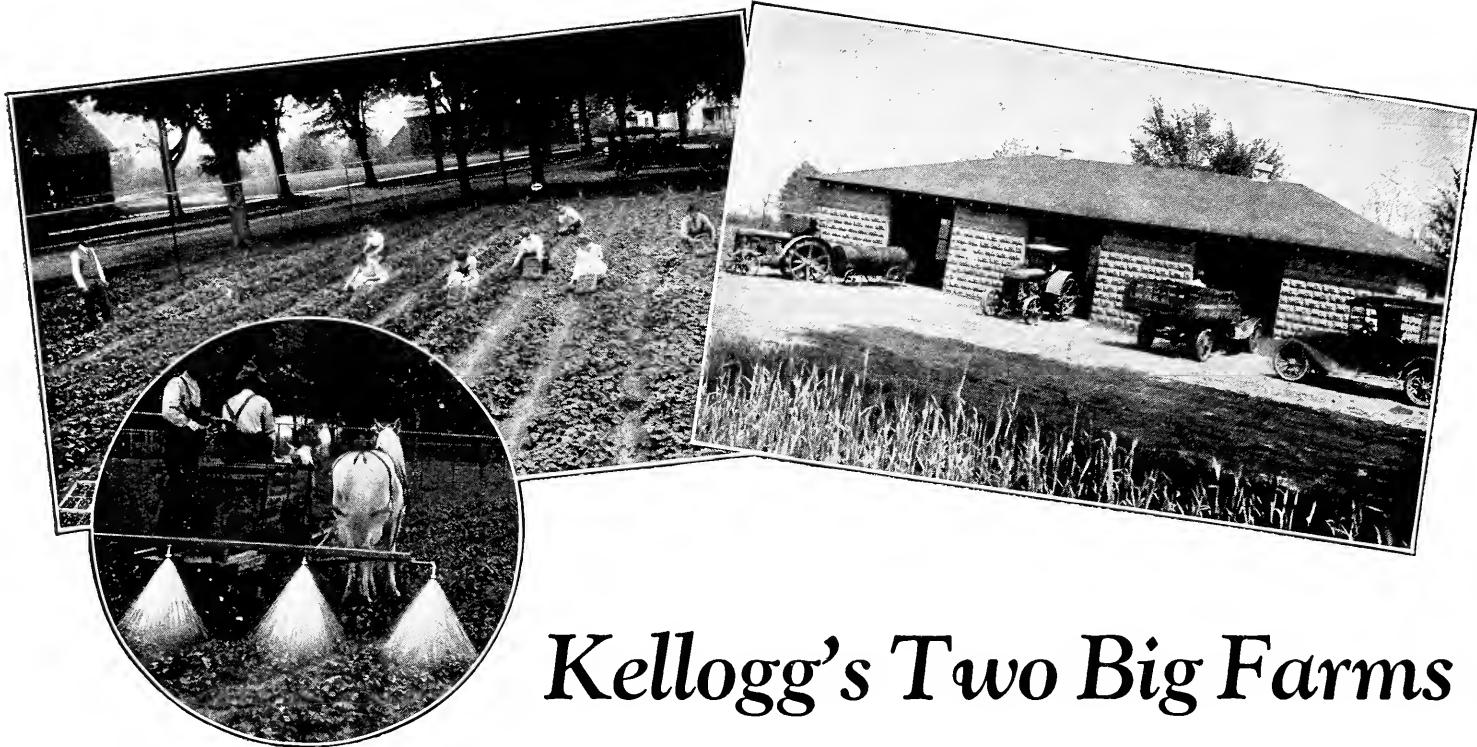
Glen Mary MEDIUM EARLY. Here is a very popular, as well as a very profitable, medium-early bisexual. The plants grow large and make just enough runners to fill in a good fruiting row. A very heavy producer of large and firm berries. Glen Mary may be grown alone or with other varieties. Fruits heavily either in hills or rows.

William Belt MEDIUM-EARLY. This is a vigorous growing and heavy producing bisexual. Berries are very large and of splendid quality and is a great favorite among the growers of the intermountain states. Fruits heavily in hills or rows. Requires no mating.

Klondyke EARLY. The most popular bisexual variety throughout the south. In many southern sections it is grown exclusively. A very vigorous grower. Fruits heavily even when grown in wide matted rows. Requires no petting. Extremely hardy and is a strong pollener. We recommend the Klondyke to all southern growers, but it is not a success north of the Ohio river.

Missionary EARLY. Here is another bisexual variety that is largely grown throughout the south. A leader in Florida. Is most profitable when grown in rather narrow rows. Fruits when set alone or with other varieties. Requires no mating. We recommend Missionary only to southern customers.

Parker MEDIUM-EARLY. Pistillate of the old Bubach type possessing all the good characteristics of the Bubach plus all the good qualities embodied only in the Parker. It is a strong vigorous grower and extremely productive. Berries are unusually large and of a rather mild flavor. If you like the Bubach, you will surely be more than pleased with Parker, because the Parker produces larger berries and bigger crops. This is our first year to offer plants of this variety and our crop is limited. Parker can be successfully grown in either narrow or wide rows, and Premier, Senator Dunlap, Dr. Burrill or Gibson will mate it perfectly.



Kellogg's Two Big Farms

OUR MANY Southern and Pacific coast customers will be pleased to learn that we have established a new farm in the extreme south end of Indiana which enables us to dig and ship the Kellogg Thorobred Plants as early as February. This farm is located near the beautiful village of Poseyville where the unusually rich, sand loam soil—the splendid climatic conditions and shipping facilities are as near ideal as I ever have seen.

The big healthy, strong and vigorous plants which we have grown at Poseyville convinces me that I have picked the right location for producing the Kellogg Thorobreds.

Both on our home farm at Three Rivers and our new Southern farm, only the most modern methods and machinery are employed in producing Kellogg Thorobreds to keep up their world-wide reputation for health, vigor and productiveness.

Every detail connected with the growing of Kellogg Thorobred Plants, such as selection, restriction, soil preparation, fertilizing, spraying, cultivation, and watering, is given the most careful attention.

Our battery of farm machinery, trucks, International and Fordson Tractors are kept busy continually throughout the growing season. Our Fordson Tractors have been equipped with the American Bosch Magneto which have greatly increased their efficiency and lowered the cost of operation.

The \$26,000 invested in our Skinner Overhead Irrigation System has proved a wonderful investment because it enables us to supply moisture to the plants regularly throughout the growing season.

With our two big farms we now can begin digging and shipping the Kellogg Plants as early as February, and will continue digging and shipping until about May 25th. When ordering, just tell us about when you want your plants shipped and we shall carry out your instructions as nearly as possible.

*This is the Skinner Irrigation System Which Supplies the Rain When Nature Fails
and Insures Kellogg's Plants 100% Good.*



*In Circle:—A corner of our packing house where Kellogg Plants are counted, bunched and packed in damp moss
for shipment to all parts of the U. S. and Canada.*

Senator Dunlap

"The World-Wide Favorite"

Senator Dunlap is the old tried and true bisexual variety that always makes good. Wherever strawberries are grown, you will find Senator Dunlap a standby and favorite. Extremely hardy in plant growth, a very heavy fruiter of large dark red sparkling berries with slight neck. Strong bisexual, can be grown alone or with other varieties. A most splendid pollenizer for pistillates, such as Warfield and Haverland. It is often called the "rough and ready" variety because it has no preference as to soil, climate or system of growing. Senator Dunlap does equally well in hills, narrow or wide rows. A wonderful variety for those who haven't time to give special care because Dunlap will produce a good crop of choice berries under neglect and adverse conditions.



Strawberry Dainties

from

Kellogg Gardens



STRAWBERRY SHORTCAKE



STRAWBERRIES AND CREAM



STRAWBERRY PRESERVES



STRAWBERRY PIE



Mrs. Beatty in her Garden



Mrs. Beatty's Own Page

Table Talks on Strawberries by Mrs. Beatty

FRANK seems to think that this book won't be complete unless I talk strawberries to you. That settles it. Of course, I must honor and obey.

Canning and preserving strawberries is a real delight, but when it comes to writing articles—that's different.

It is not strange that I am interested in strawberries because my father quit coopering and began growing strawberries when I was just a little girl. Since my marriage, thirty-one years ago, Frank and I have worked together, he in the field while I stayed in the kitchen testing out different ways for preparing strawberries for the winter.

Last summer while putting up my winter supply of strawberries I learned a new way to make strawberry jelly, and as everyone likes jelly—especially strawberry jelly—I am going to tell you how I make this particular kind: Wash and stem the berries and put in saucepan or kettle over a very slow fire until the juice is all extracted. Then cook a few minutes and drain through cheese-cloth. Use equal parts of juice and sugar and cook like any other jelly, fill into glasses and set in sun for several days.

In making jelly I always use Kellogg's Premier because Premier jellies better than any other berry. For canning I like Dr. Burrill, Senator Dunlap and Warfield. In making sunshine preserves I select the largest berries regardless of variety—always using Kellogg's. (You know it would not do for me to use any other except Kellogg's berries.) This is my favorite work; I dearly love to make sunshine preserves because they are so beautiful and delicious.

My elder daughter, Harriet, helped me last summer and she enjoyed the work so much she made several dozen jars more than we required for our own use. These were sold to a local grocer for \$6.00 per dozen, one-half pint jars. This gave Harriet a good profit, also an idea. She is now planning on having a nice label made and going into the business on a larger scale next year. Who knows, maybe it will be Harriet's fifty-seven varieties of strawberries, the same as it is Heinze's fifty-seven varieties of pickles. Anyway, I am happy to know that she is so greatly interested in the same work that I love so much.

I hope you will not judge my strawberry dainties by this little written chat. I am like the school girl who said: "I am not a very good grammarer but am a good 'rithmeticker." And so I am not very good at writing, but should you ever come to our beautiful Three Rivers, you will find me a real good talker. We have a large home and you are welcome.

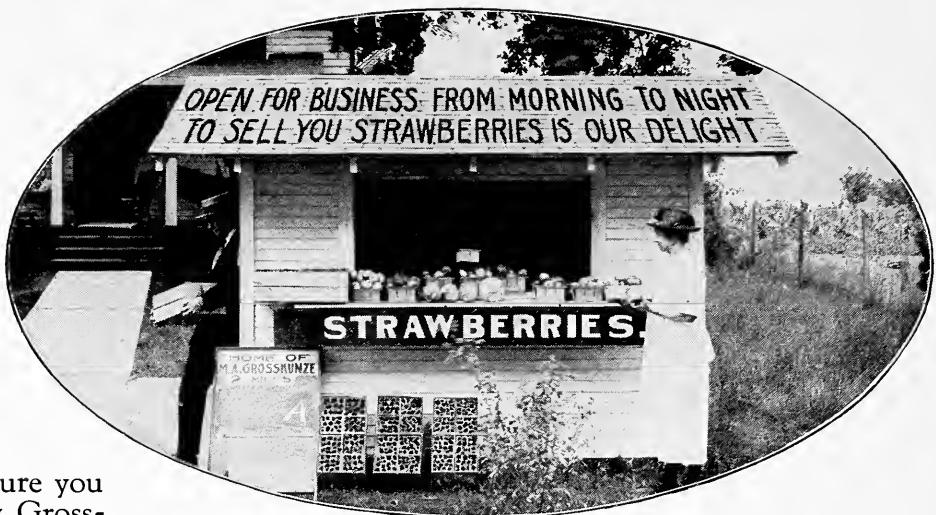
Sincerely yours,

Mrs. F. E. Beatty



The "Latch-String" is always out at our home in Three Rivers.
Come and see us sometime.

Going Into the Strawberry Business



HERE is a little story that I am sure you will enjoy. It is about Murray Grosskunze, one of Three Rivers' carpenters.

A few years ago Murray made up his mind that he had sawed his share of boards and had driven his share of nails, so he decided to buy a little farm and have a business of his own. The little farm which Murray bought is located on the main-traveled road from Three Rivers to Kalamazoo.

The first year only about two acres were devoted to strawberries and other small fruits. Automobiles went whizzing by until the following summer, when strawberries began to ripen, a road sign calling attention to the fact that Murray had strawberries fresh from the vines caused many of the autoists to halt and to buy. The acres increased and the demand for Murray's berries grew until it became necessary for Murray to do a little more carpenter work, so he built the little house which you see in the picture here, and this little house, together with the big sign "Strawberries" in bright red letters attracted more autoists and sold more berries.

While Murray is growing strawberries and other small fruits, Jessie, his wife, is canning and preserving fruits for those who prefer to buy rather than do the canning themselves.

And so Murray and his faithful wife just keep on growing and canning while the folks going back and forth keep on buying.

This is just one case of this kind among thousands that we know about. The automobile has relieved the grower of all worries connected with selling his berries. Murray doesn't have to worry about either the growing or the selling because he uses only Kellogg Thorobred Plants and always gets a big crop and the buyers come to Murray instead of Murray going to the buyers.

There is a great demand for strawberries. The strawberry is the first fruit to ripen in the spring and the last fruit to ripen in the fall; and folks are going to have strawberries no matter how high the price may be.

In one day right here on the Kellogg farm more than 4,000 quarts of strawberries were sold to families who drove into Three Rivers, coming as far as 30 and 40 miles; and the sales during the entire season seldom ran less than 2,000 quarts per day.

One of the men who works on the Kellogg Farm had a few acres of his own which he cared for after working hours and he sold 3,000 quarts the same day that we sold 4,000; so you can see that somebody is eating strawberries. And the joke is, practically every one of these families who came from a long distance to buy Kellogg's strawberries could grow their own strawberries at practically no cost and could make a big cash profit from the surplus berries. A great many of them vowed that hereafter they were going to grow their own. I wonder if they will make their vow good, or will they do like many others—put off ordering their plants and when another year rolls around find that they must again drive many miles and pay big prices to get their strawberries.



Mrs. Beatty and I began growing strawberries in an old cow pasture at Covington, Indiana. In only a few years strawberries and we transformed the old cow pasture into what you see here.

FREE DELIVERY



"Kellogg Delivers The Goods"

Did you ever buy an article of any kind because the price appeared cheap, and then when the article arrived find the express charges to be almost as much as you paid for the article itself? I have, and no doubt you have. You will experience no disappointment of this kind when the Kellogg Thorobred Plants arrive, because "Kellogg Delivers Your Plants Absolutely FREE."



Here's the way small orders are packed and shipped by Parcel Post.

Whether your plants go by Express or Parcel Post, all transportation charges are prepaid at this end. When making up your order for Kellogg Thorobred Plants I want you to keep this one thing in mind. All Kellogg Prices represent the total cost of the plants packed and delivered **right to your town**. There is no additional charge for crates, packing or delivering.

It will cost us a lot of money to prepay the express and parcel post charges on the millions of plants we will ship this year, but while it is costing us a lot of money it is saving our customers dollars and disap-

pointments. It has been my experience that the more we work for the customers' interest, the more they feel like recommending Kellogg Thorobred Plants and our fair methods of dealing to their friends—consequently repeat orders and more new customers.

I want to make it just as easy as possible for you to make up your order for Kellogg Thorobred Plants. I know that it would be some big job for you to find out what zone you were in from Three Rivers and for you to figure up parcel post charges or find out the express charges on your order for plants. You do not need to go to all this trouble. That is our job and the paying of parcel post or express charges is our expense.

"*Kellogg Delivers the Goods*"

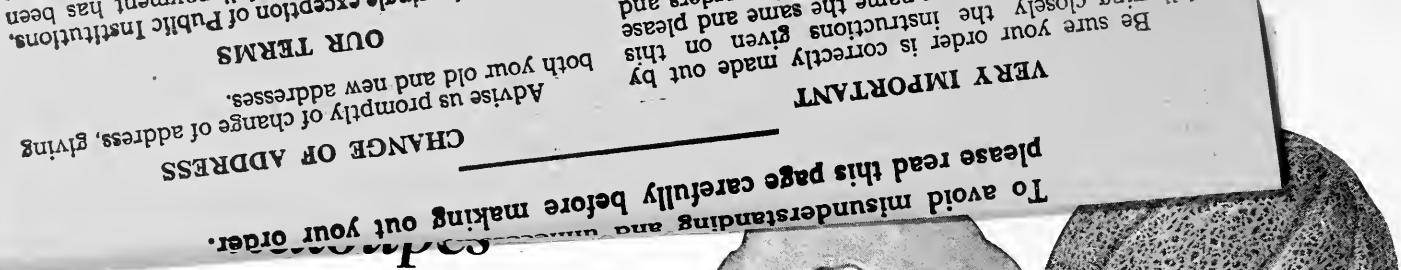


Here's your Kellogg Strawberry Plants. When do you want them shipped? February, March, April or May?

IMPORTANT!

Address all Correspondence and Orders to
Three Rivers, Michigan:

Whether you want your plants shipped from Poseyville or from Three Rivers, send all correspondence and orders to Three Rivers, as we maintain no office in Indiana.



Be sure your order is correctly made out by
describing the same on this
form closely given on the
same instructions given on this
form.

OUR TERMS

CHANGE OF ADDRESS

**ADVISE US PROMPTLY OF CHANGE OF ADDRESS, GIVING
BOTH YOUR OLD AND NEW ADDRESSES.**

RECEPTION OF PUBLIC INSTITUTIONS

HEARTS OF GOLD are unquestionably the most delicious and most profitable cantaloupes grown. The plants are strong, vigorous growers,—enormously productive, and they thrive in all soils. We do not believe that the Hearts of Gold flavor can be equalled by any other cantaloupe. These melons are almost round and of large size, averaging from six to eight inches in diameter. The seed cavity is small,—the flesh is thick, meaty and sweet right down to the rind.

Our seed is grown, packed and shipped direct to our customers by Col. Roland Morrill, the originator of this famous melon. We quote the genuine Hearts of Gold seed at the following delivered prices:

Seed for One Acre \$5.00; Half Acre \$3.00; Quarter Acre \$1.75; Family Garden \$1.00; Trial Packet \$.50

Kellogg's Corrugated Dibble



KELLOGG'S CORRUGATED DIBBLE is the best tool ever made for setting strawberry plants and all kinds of vegetable plants, because it makes a corrugated or wavy opening in the soil which gives the roots a natural spreading position and also gives the roots a larger soil surface than any other plant setting tool.

It is an actual fact that plants set with Kellogg's Corrugated Dibble will start growing more quickly and will give a more vigorous growth than when set with any other tool.

Kellogg's Corrugated Dibble is made of high grade steel and japanned in black. This is a one piece dibble with curved handle and corrugated blade.

I am so confident that this is the best plant setting tool made, that I am going to send them out this year on a money back guarantee. You may buy one or a dozen dibbles with the full assurance that if these tools do not prove satisfactory in every way, you will get your money back.

The price for these dibbles is as follows: 1 Dibble 65c; 2 Dibbles \$1.15; 3 Dibbles \$1.50; In dozen lots \$5.00.

Wizard Brand Pulverized Sheep Manure

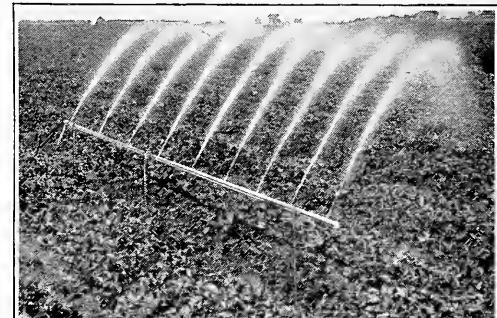


We use and recommend this reliable brand of concentrated, Pulverized Sheep Manure. Ideal for strawberries, vegetables and flowers. A whole wagon-load of manure in a bag. Apply 3 or 4 lbs. per square rod, or 500 pounds per acre either before or after setting plants.

Send us your order today for enough to last through the growing season. In ordering, please specify whether you prefer shipment by express or freight. Price \$2.25 per 100 pounds, f.o.b. Chicago, Ill. Prices in ton lots quoted upon request.

Kellogg's Rain-Like Sprinkler

SOLVES the watering problem for your garden, lawn or shrubbery. It is made for us by the Skinner Irrigation Company and embodies on a smaller scale, the same principle of Skinner Irrigation which we use on the Kellogg Farm. This Rain-Like Sprinkler consists of two nine-foot lengths of $\frac{1}{2}$ -inch galvanized pipe, fitted with nine of the famous Skinner Silver Stream nozzles, and supported off the ground by three pointed rods. Attaches to water supply with hose and waters a strip 18 x 50 feet at one setting. Weight, packed for shipment, about 30 lbs. In ordering please specify if shipment should be made by express or freight. Price only \$11.00 f.o.b. Troy, Ohio.



Kellogg's Peacock Sprinkler

Here is a much larger sprinkler made for us by the Skinner Irrigation Company. Consists of a $12\frac{1}{2}$ foot length of pipe fitted with forty-nine Skinner Silver Stream nozzles which water in all directions at the same time, thoroughly watering an area $12\frac{1}{2} \times 50$ feet in 20 minutes time without changing. Mounted on two wheels at one end and a single stand at the other end so it can be moved easily without turning off water. Weight, packed for shipment about 25 lbs. When ordering specify whether we should ship by freight or express. Price only \$15.00 f.o.b. Troy, Ohio.

"The Strawberry that Satisfies"

THIS is one of the winning new varieties we introduced for the first time in 1922. It has become very popular around Cleveland, N. Y., where it was originated and it is certainly doing itself proud here at Three Rivers. One of the heaviest fruiters of the medium late varieties. The berries are as large as strawberries generally grow, very dark red and the flavor is surely "Delicious." A splendid shipper and one of the coming strawberries.

Travis Brothers of Cleveland, N. Y., write, "We never raised such a crop of strawberries as we did this season from the Delicious. It was a great sight to see them in full fruit. About 200 people came to see them fruiting and everyone of them said that it was by far the largest crop of berries they had ever seen, and that the quality was unsurpassed. The Deliciousberries brought 10c per quart more than any other berries sold on the Syracuse market. There is no other variety grown that has as many good points."

Delicious is a strong bisexual and requires no mating. Ideal pollinator. Grow Delicious in narrow matted rows and watch the big berries pile on top of each other.

Kellogg's Delicious



KELLOGG'S 1923 PRICES

Free Delivery

If you were to come right to our packing house for your plants, you could not buy them for any less than the prices quoted here, because we deliver the plants right to your town absolutely free, without any additional cost to you. Kellogg's price is the same whether you live in Three Rivers, or 1,000 miles away.

"*Kellogg delivers the goods.*"

INSTRUCTIONS FOR USING PRICE-LIST

Beneath the variety names in each column below are complete scales of prices of 25 to 1,000 plants. The price which appears opposite any given quantity of plants applies separately to each variety in that column and not to a combination of varieties. For example: 200 plants of any one variety in column 3 are priced at \$2.70, but should you order 100 plants each of more than one variety listed in that column, the price of each 100 plants will be \$1.70. Regardless of how many varieties you may order, figure the price of each separately the same as though you were ordering that one variety only. 500 plants or more of any one variety are sold at the 1,000 rate. A 10% discount is allowed on orders amounting to \$50.00 or more.

PLEASE WRITE VERY PLAINLY AND BE SURE THAT YOUR ORDER IS CORRECTLY MADE OUT.

COLUMN 1 Standard Varieties	COLUMN 2 Standard Varieties	COLUMN 3 Standard Varieties	COLUMN 4 Standard Varieties	COLUMN 5 Everbearers
Aroma (B)	Glen Mary (B)	Kellogg's Premier (B)	Kellogg's Delicious (B)	Progressive (B)
Haverland (P)	Wm. Belt (B)	Dr. Burrill (B)	Kellogg's Marvel (B)	(See prices of Kellogg's Perfection and Kellogg's Jewel Everbearers be- neath scale of prices.)
Senator Dunlap (B)		Magic Gem (B)		
Warfield (P)		Kellogg's Prize (P)		
Klondyke (B)		Kellogg's Big Late (P)		
Missionary (B)		Big Wonder (B)		
Gibson (B)		Sionilli (B)		
25 plants .. \$.40	25 plants .. \$.55	25 plants .. \$.70	25 plants .. \$.85	25 plants .. \$1.25
50 plants .. .65	50 plants .. .85	50 plants .. 1.05	50 plants .. 1.25	50 plants .. 1.90
75 plants .. .85	75 plants .. 1.10	75 plants .. 1.40	75 plants .. 1.70	75 plants .. 2.50
100 plants .. 1.00	100 plants .. 1.35	100 plants .. 1.70	100 plants .. 2.05	100 plants .. 3.05
125 plants .. 1.15	125 plants .. 1.55	125 plants .. 1.95	125 plants .. 2.35	125 plants .. 3.50
150 plants .. 1.30	150 plants .. 1.75	150 plants .. 2.20	150 plants .. 2.65	150 plants .. 3.95
175 plants .. 1.45	175 plants .. 1.95	175 plants .. 2.45	175 plants .. 2.95	175 plants .. 4.40
200 plants .. 1.60	200 plants .. 2.15	200 plants .. 2.70	200 plants .. 3.25	200 plants .. 4.85
225 plants .. 1.75	225 plants .. 2.35	225 plants .. 2.95	225 plants .. 3.55	225 plants .. 5.30
250 plants .. 1.90	250 plants .. 2.55	250 plants .. 3.20	250 plants .. 3.85	250 plants .. 5.75
275 plants .. 2.05	275 plants .. 2.75	275 plants .. 3.45	275 plants .. 4.15	275 plants .. 6.20
300 plants .. 2.20	300 plants .. 2.95	300 plants .. 3.70	300 plants .. 4.45	300 plants .. 6.65
325 plants .. 2.35	325 plants .. 3.10	325 plants .. 3.90	325 plants .. 4.70	325 plants .. 7.05
350 plants .. 2.45	350 plants .. 3.30	350 plants .. 4.10	350 plants .. 4.90	350 plants .. 7.40
375 plants .. 2.60	375 plants .. 3.45	375 plants .. 4.30	375 plants .. 5.15	375 plants .. 7.75
400 plants .. 2.70	400 plants .. 3.60	400 plants .. 4.50	400 plants .. 5.40	400 plants .. 8.10
425 plants .. 2.80	425 plants .. 3.70	425 plants .. 4.65	425 plants .. 5.60	425 plants .. 8.45
450 plants .. 2.85	450 plants .. 3.80	450 plants .. 4.75	450 plants .. 5.70	450 plants .. 8.55
475 plants .. 2.95	475 plants .. 3.90	475 plants .. 4.90	475 plants .. 5.90	475 plants .. 8.80
500 plants .. 3.00	500 plants .. 4.00	500 plants .. 5.00	500 plants .. 6.00	500 plants .. 9.00
1000 plants .. 6.00	1000 plants .. 8.00	1000 plants .. 10.00	1000 plants .. 12.00	1000 plants .. 18.00

KELLOGG'S PERFECTION, KELLOGG'S JEWEL, AND PARKER

	25 Plants	50 Plants	75 Plants	100 Plants	More than 100 plants of these varie- ties sold at the 100 rate.
Kellogg's Perfection Everbearing (B)	\$2.50	\$5.00	\$7.50	\$10.00	
Kellogg's Jewel Everbearing (B)	3.50	6.75	10.00	12.50	
Parker June Bearing (P)	1.40	2.15	2.80	3.35	

KELLOGG'S STRAWBERRY GARDENS

Kellogg's Backyard Garden	\$2.85
Kellogg's Combination Garden	3.45
Kellogg's Everbearing Garden	4.35
Kellogg's Grand Prize Garden	5.25
Kellogg's Big Four Garden	6.25
Kellogg's Big Money Making Garden	9.50

HEARTS OF GOLD CANTALOUE SEED.

Seed for One Acre	\$5.00
Seed for One-half Acre	3.00
Seed for One-quarter Acre	1.75
Seed for Family Garden	1.00
Trial Packet50

KELLOGG'S CORRUGATED DIBBLE: One 65c; Two \$1.15; Three \$1.50; Per dozen \$5.00

IMPORTANT NOTICE TO CANADIAN CUSTOMERS

Canadian customers must add 35% to these free delivered prices so that our Canadian agent can prepay the duty, and clearance charges. This will insure prompt delivery with no further charge to you, and with no delay at Customs Office.

(OVER)

specify whether you prefer shipment by express or freight. Price \$2.25 per 100 pounds, f.o.b. Chicago, Ill. Prices in ton lots quoted upon request.

for shipment about 25 lbs. When ordering specify whether we should ship by freight or express. Price only \$15.00 f.o.b. Troy, Ohio.

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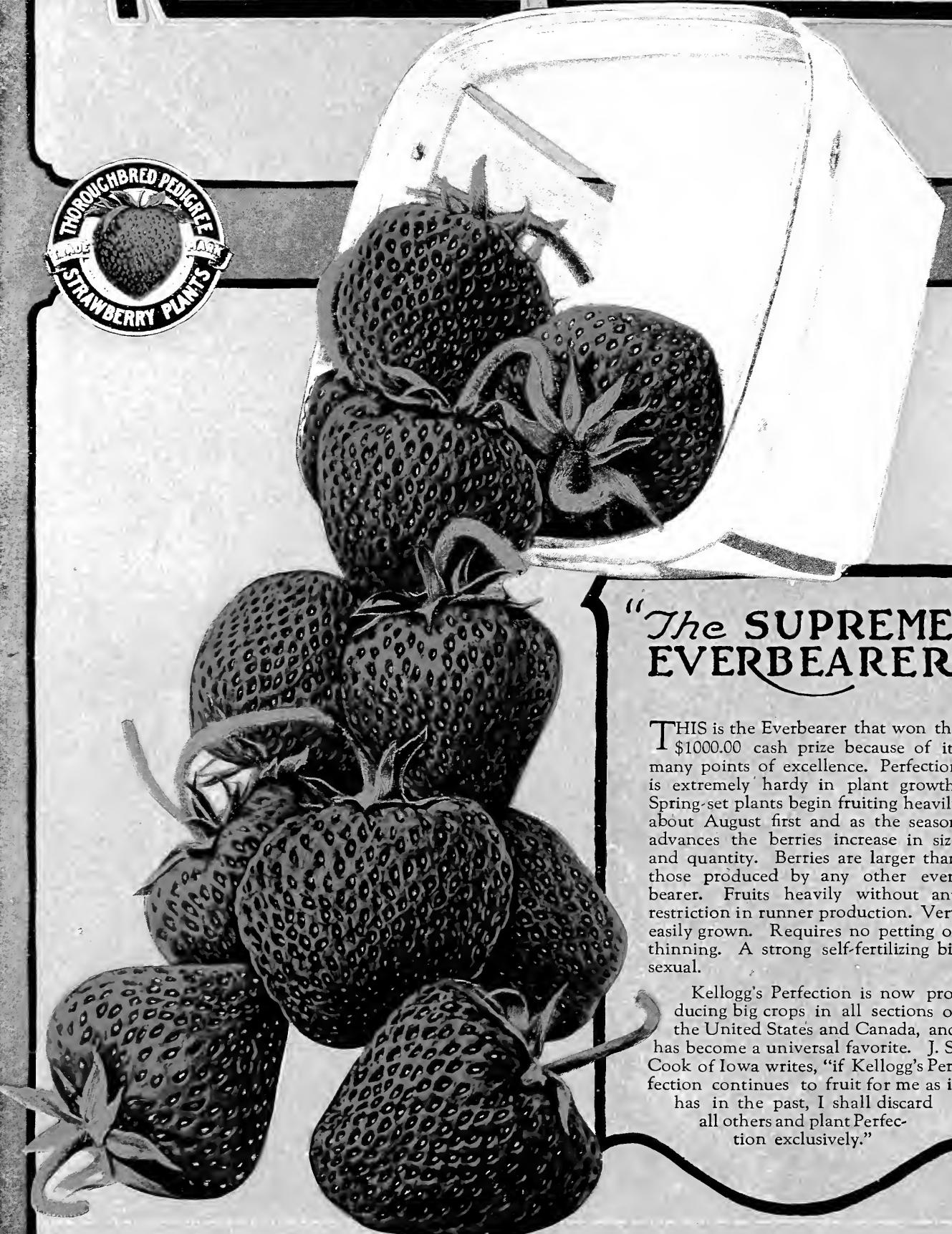
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Kellogg's Delicious



Kellogg's Perfection



"The SUPREME EVERBEARER"

THIS is the Everbearer that won the \$1000.00 cash prize because of its many points of excellence. Perfection is extremely hardy in plant growth. Spring-set plants begin fruiting heavily about August first and as the season advances the berries increase in size and quantity. Berries are larger than those produced by any other everbearer. Fruits heavily without any restriction in runner production. Very easily grown. Requires no petting or thinning. A strong self-fertilizing bisexual.

Kellogg's Perfection is now producing big crops in all sections of the United States and Canada, and has become a universal favorite. J. S. Cook of Iowa writes, "if Kellogg's Perfection continues to fruit for me as it has in the past, I shall discard all others and plant Perfection exclusively."

R·M·KELLOGG CO.
THREE RIVERS-MICH.